

SUMMARY, SUGGESTIONS AND CONCLUSION

Entrepreneurship amongst women has been a recent concern. Women have become aware of their existence their rights and their work situation. However, women of the middle class are not too eager to alter their role in fear of social backlash. The progress is more visible among upper class families in urban cities.

This research study focuses on Women entrepreneur. 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 paused, lived and internalized various role models. Some have taken entrepreneurship roles where some have opted for employment, some in entertainment field and some for leadership roles while millions of others have taken the role of ideal stereotyped social roles.

The study has been conducted to know how transformation has occurred in the women roles in entrepreneurial world. Also the study talks about the status of women entrepreneurs and the problems faced by them when they ventured out to carve their own niche in the competitive world of business environment.

Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. Women Entrepreneur' is a person who accepts challenging role to meet her personal needs and

become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The glass ceilings are shattered and women are found indulged in every line of business from papad to power cables. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. In India, although women constitute the majority of the total population, the entrepreneurial world is still a male dominated one. Women in advanced nations are recognized and are more prominent in the business world. But the Indian women entrepreneurs are facing some major constraints like

- a) Lack of confidence - In general, women lack confidence in their strength and competence. The family members and the society are reluctant to stand beside their entrepreneurial growth. To a certain extent, this situation is changing among Indian women and yet to face a tremendous change to increase the rate of growth in entrepreneurship.
- b) Socio-cultural barriers – Women's family and personal obligations are sometimes a great barrier for succeeding in business career. Only few women are able to manage both home and business efficiently, devoting enough time to perform all their responsibilities in priority.

- c) Market-oriented risks - Stiff competition in the market and lack of mobility of women make the dependence of women entrepreneurs on middleman indispensable. Many business women find it difficult to capture the market and make their products popular. They are not fully aware of the changing market conditions and hence can effectively utilize the services of media and internet.
- d) Motivational factors - Self motivation can be realized through a mind set for a successful business, attitude to take up risk and behavior towards the business society by shouldering the social responsibilities. Other factors are family support, Government policies, financial assistance from public and private institutions and also the environment suitable for women to establish business units.
- e) Knowledge in Business Administration - Women must be educated and trained constantly to acquire the skills and knowledge in all the functional areas of business management. This can facilitate women to excel in decision making process and develop a good business network.
- f) Awareness about the financial assistance - Various institutions in the financial sector extend their maximum support in the form of incentives, loans, schemes etc. Even then every woman entrepreneur may not be aware of all the assistance provided by the institutions. So the sincere efforts taken towards women entrepreneurs may not reach the entrepreneurs in rural and backward areas.

g) Exposed to the training programs - Training programs and workshops for every type of entrepreneur is available through the social and welfare associations, based on duration, skill and the purpose of the training program. Such programs are really useful to new, rural and young entrepreneurs who want to set up a small and medium scale unit on their own. h) Identifying the available resources - Women are hesitant to find out the access to cater their needs in the financial and marketing areas. In spite of the mushrooming growth of associations, institutions, and the schemes from the government side, women are not enterprising and dynamic to optimize the resources in the form of reserves, assets mankind or business volunteers.

Highly educated, technically sound and professionally qualified women should be encouraged for managing their own business, rather than dependent on wage employment outlets. The unexplored talents of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector. A desirable environment is necessary for every woman to inculcate entrepreneurial values and involve greatly in business dealings.

9.1 FINDINGS

1. The present study illustrates that majority of the women entrepreneurs were married and belongs to the age group of 30-39 years.
2. It is found that majority of women entrepreneurs belonging to Hindu religion and most of them belong to Backward Caste.

3. Among the women entrepreneurs highly educated graduates and post graduates were dominating than others.
4. Most of the women entrepreneurs are living in nuclear families and the family size ranges between 1-3 members.
5. The income levels of the women entrepreneurs ranges between Rs 2 to 4 lakhs per annum and their annual consumption was between Rs 1 to 2 lakhs. This led to annual savings up to Rs1,00,000.
6. The study shows that a significant number of women entrepreneurs have started their organization between 3-5 years ago at the time of the study.
7. Majority of the women entrepreneurs in this study were opted economic enterprises like beauty parlours and food processing units. It seems that majority of them have sole proprietorship.
8. Most of the women entrepreneurs started their activity with an investment of owned capital / borrowed capital between Rs1 to 2 lakhs. Majority of the women entrepreneurs have waited more than three months for sanction of bank loan for their business.
9. The study inferred that a major group of respondents has got up to 10 percent of returns at their initial stage, later their returns showed an upward trend i.e. more than 10 percent. They are expecting a downward trend in returns due to mushrooming growth of similar enterprises.

10. Most of the women entrepreneurs have started with five and less number of workers, but now the strength of workers is increased to more than five members. The domination of female workers in the women entrepreneurs was found.
11. The executives, supervisors and workers were selected in to the enterprise through references from the known people. Because of good will in the organization, workers are not willing to quit quickly from the enterprise because the pay scale is comparatively more than other similar units, but executives do not like to stay for long time in the same organization.
12. The incentives given by the women entrepreneurs to their employees vary depending upon their nature of job and prioritization of the selected work.
13. Majority of the entrepreneurs were dealing with the employees in a smooth manner and they have given priority to the employees in decision making process of the work.
14. The location of the unit of the women entrepreneurs have situated in the priority of nearest to home, existence of similar units and near to the customers who used to visit regularly so that the capacity utilization is increased from initial stage to present position.
15. Indigenous and imported machinery yields the entrepreneurs more profits and improvement in the productivity which leads to increase in sales turnover from initial to present.

16. It was noted that opinions of executives, sales force and intermediaries were taken to project sales. Market survey of customers in assessing the demand and supply aspect of the product were given acute attention by the entrepreneurs.
19. Security and Ego satisfactions are important emotional factors which are influencing more on women entrepreneurs.
20. The main reason of women entrepreneurs in choosing the present line of activities are existence of similar industry in neighborhood, no difficulty in securing technical knowledge, related to profession or occupation pursued so far and higher margin of profit.
21. Another reason to start an enterprise was financial stimulated desire helps their husband.
22. There is no significant difference between married and unmarried women entrepreneurs on work-home role conflict, strengths, weaknesses, opportunities, threats, attitudes, dominant characteristics and dominant role requirements level of support from the variables.
23. There is no significant difference among different age group of women entrepreneurs at time of starting unit on different variables. There is no significant difference among different community women entrepreneurs regarding work-home role conflict.
24. There is no significant difference among different educationally qualified women entrepreneurs regarding work-home role

- conflict, strengths, weaknesses, opportunities, threats, attitudes, dominant characteristics and dominant role requirements level of support from the variables.
25. This indicates that there is a significant difference among different technically qualified women entrepreneurs regarding work-home role conflict, strengths and threats from the variables.
26. This indicates that there is a significant difference among different income levels of women entrepreneurs regarding strengths, opportunities and threats from the variables.

From the above study findings, the constraints encountered by the entrepreneurs at various growth stages of their entrepreneurial career can be categorized as personal, educational, technological, familial, social, and general.

9.2 PROBLEMS

9.2.1 Personal Problems

Among the major personal constraints absence of need for achievement, economic independence and autonomy of women in India are the dominating factors. She is confined to her role as homemaker which acts as inhibition in her life. Poor risk bearing ability, less change prone lack of emotional maturity, incompetent in handling technical, financial, sale, production, public relations and other managerial activities, physical and mental stress and strain, health problems, lack of confidence in handling managerial task i.e. financial, technical, managerial, lack of information and experience pose hurdles in their entrepreneurial activities.

9.2.2 Educational Problems

Educational constraints are quite prevalent among the women. Lack of knowledge about financial, technical and managerial aspects of business, mainly lack of information about various Government Schemes, improved technology, agencies and institutions supporting entrepreneurial activity, availability of raw material, marketing, law and legal procedure pertaining to business, loan schemes and procedure of availing loan, which again generates obstacles in their advancement.

9.2.3 Technological Problems

Lack of technical know-how, lack of specialized skills, non availability of modern technology, difficulties in maintenance of machinery are some of the technological related constraints, or rather major constraints in running the enterprise. This is one of the vital factors in success of any business.

9.2.4 Financial Problems

For any economic activity finance is the back-bone. Lack of financial support and availability of resources at the initial stages of advancement may discourage women, de-motivated them in entering into business decisions, may cause loss and sometimes compel them to discontinue business. Further limited working capital, lack of financial assistance from institutions, inadequate incentive schemes by Government, cumbersome and complex procedure of availing loan, low profit, less income, repayment of loan. Economic incredibility of women, lack of collateral security, aggravates the problems in enterprise.

9.2.5 Familial Problems

The biggest problem or constraint of women entrepreneur is that she is surrounded in her family and work. Traditionally she is confined to the role of home-maker, wife and mother. Women have been confronted with the dilemma of dual role, double burden of working women or the triple burden of working mother ever since they started leaving home for the work. Unwelt of constitutional and legal equality she is still striving to get role in decision making, freedom, independence, autonomy in her role and capabilities. In case of absence of support from husband in-laws and other family members entering into any economic activity could be a dream and unimaginable for women.

9.3 SUGGESTIONS

To resolve the above problems faced by the women entrepreneurs the following suggestions are recommended.

1. Most of the women entrepreneurs are started their business under sole proprietorship & small scale. So that government has to aid their business and help those to start large-scale business like company form of organization.
2. Most of the Women Entrepreneurs are getting their finance from banking and Financial Institutions .So that government has to take initiative and supportive role for both banks and women entrepreneurs.
3. Government has to conduct special training programs, entrepreneurial development programmes, and improvement programs to Women Entrepreneurs as well as their employees to enhance their productivity.

4. Women entrepreneurs and women employees have to play dual roles as a family organizer and manager of the women enterprise. So that government has to preview the extension of labour laws and benefits to their organizations.

Government should assist women to acquire entrepreneurial characteristics by providing technology and information which helps aspiring women to identify projects. Appropriate Voluntary Organizations should encourage by conducting exhibitions and seminars and organise vendor development programs to offer incubator facilities where an entrepreneur can manufacture a product without investing on infrastructure. Government and NGOs should promote small and medium enterprises of women with the support of constant counseling by special team members to help the aspiring women to identify their projects is needed.

The family members of the women entrepreneurs should be sensitized on the issues to provide support, help, sharing of domestic activities, adjustment etc. for the effective functioning of their firms. Appropriate encouragement and need based assistance should be provided by the family members.

The women entrepreneurs should be encouraged to take up leadership roles in all spheres of their lives. Training programmes for product / business development, marketing skills and methods should be facilitated to them along with sensitization on life skills technical skills, managerial skills etc. for effective participation in their business ventures.

Enterprising women have further ability to work hard. The imaginative ideas have to come to a fair play. Hard work is needed to build up an enterprise.

Women entrepreneurs must have an intention to fulfill their dreams. They have to make a dream transferred into an idea enterprise studies show that successful women work hard.

A woman 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 forms of business organization, completion of formal activities, raising funds, procuring men machine materials and operations of business.

In a 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..

9.4 CONCLUSION

Women constitute almost half of the total population in India but they are not enjoying their freedoms, equalities, privileges, on par with their male counterparts. Since implementation of planning in India, several policies and approaches were made to reduce inequalities between women and men. As a result a shift from 'welfare' to 'development' to 'empowerment' to 'human development'

approaches has taken place to change the position and status of women. Both government and NGO's sectors were intervening to empower the women. The National Empowerment Policy, 2001 also emphasized that women's economic empowerment may be visualized only with the development of women entrepreneurship.

The Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to a woman.

With the impetus given to women entrepreneurs they have shown significant impact on all segments of the economy in India. Generally the areas chosen by women are retail trade, restaurants, hotels, education, cultural, insurance and manufacturing. Majority of the women entrepreneurs have undertaken enterprises like Beauty Parlours, Fancy Stores, Hardware / Electrical, Readymade / cloths, Food processing / Paper products, and others in the study. A shift of economic activities from such above areas to Industries, Trade, Commerce, Hotels and other large scale enterprises owned by women entrepreneurs may be sustained. Support from Government Organisations and Non Government organizations should be provided for such activities. Then only women will be in high yielding enterprises and their real empowerment can be achieved. Women entrepreneurial development is one of the important area where

majority of countries have focused upon as a part of overall Human Resource Development. It is well ascertained by policy makers across the countries that strategic development of an economy required equal participation and equal opportunities to all sections and gender. Entrepreneurial development is one significant instrument for sustainable socio-economic development.