

## Conclusions and Suggestions

This study profiles women entrepreneurs who own and manage manufacturing units in Kanpur City. It examined the problems these women faced during the setting up and continued operation of their businesses, and the work family conflicts that these women faced. It also looked at their reasons for starting a business and the self reported reasons for their success. The initial problems faced by these women seem similar to those faced by women in metropolitan cities. However, woman entrepreneurs faced lower levels of work family conflicts and seem to differ in their reasons for starting and succeeding in business the past few decades have seen an increase in the number of women starting their own companies in many countries. For example, nearly 65% of the new businesses were started by women are increasingly turning to entrepreneurship as a way of coping with the "glass ceiling" that seems to prevent them from reaching top managerial levels in organizations. Others find that entrepreneurship provides them with greater satisfaction and flexibility. The trend also has been seen in several regions of Uttar Bharat. However, the entry of women into business is a "recent development in the orthodox, traditional socio-cultural environment" of Indian society. While exact statistics are hard to come by, a decade ago, the proportion of businesses set up and operated by women was only around 1 per cent.

The overall impression one sets is that, in the countries of the region, the survival and sustainability of the women's microenterprises depend overwhelmingly on external supports, all the way from generating appropriate production technologies and skills to financial support and access to credit to marketing and enterprise management. In one sense, these factors hold true for all enterprises, whether micro, small, medium, or large. However, the capabilities of the women living in poverty are the crucial factors. Those who are capable and possess the skills and knowledge have fought through the non-conducive environment and have progressed.

The present research work highlights some of the following issues of women entrepreneurs:

## **1. Attitude of Husband or Family Members Before and After of Enterprise**

In the present study, it has been found that different industries which are covered in thesis such as food, garments, handicraft and other manufacturing industries, the attitude of the husband and family members before and after the start of the enterprise is neutral, feel proud, no reaction, non supportive respectively. Hence, it can be conclude, that the no support of family or husband can stop women enterprise to generate income, if economic necessity are overriding concern a women income may be tailgate but it could still leave to tension between husband and wives.

Indian society is a male dominant. Women are considered as weaker sex and left with closed commitments only. Such sociological and cultural habits, have been keeping the women sector of the Indian population, a dormant one for quite a long time<sup>1</sup>. There is a bias in society that women were more and more adept at operations like the slow development of small enterprises. Female-led businesses, its purpose, Strategy and growth goals are different and the scale and development of enterprises subject to their individual abilities and entrepreneurial passion, it will be all women business mix is obviously a bit biased.

Family support, or the lack of it, is of crucial importance in the decision making process for the woman entrepreneur and, depending on the response from the family, the woman entrepreneur can either be highly motivated in her new venture or completely de-motivated. Since orthodox society has democrat the boundaries of economic activity for men and women, the entry of women in the sphere of entrepreneurship may be discouraged. The family may be neither appreciative of enterprise, this discouragement from the home, coupled with opposition from society at large, creates emotional and physical barriers, Choudhary categorically states that, “there is lack of family support to women entrepreneurs and also access to peer support”. A comparative study of male and female entrepreneurs in Uttar Pradesh came up with the extreme finding that 95% of the female entrepreneurs faced “family problems” in the start up phase, as compared to only 16% males.

Lack of support from the family or husband can and does stop women from going out of the house to generate an income. If economic necessities are overriding concerns a woman's income may be tolerated, but it could still lead to tension between husband and wife. Conversely, research study revealed that the reason why 50% of the respondents chose to become entrepreneur was because their husband/ family supported them in the decision. A study conducted by revealed that of the women entrepreneurs surveyed, 70% said that their family members were a major source of inspiration to them in their decision to start an enterprise, while 73% attributed encouragement to their husband. Only 5% mentioned a female family member as a source of inspiration. Hopefully, these findings are indicative of men's changing perceptions in Indian society.

## **2. Managerial Capabilities of Successful Women Entrepreneurs in Manufacturing Industries in Term of Competencies Required for Survival & Growth of Firms.**

In the era of Liberalization, Privatization and Globalization along with ongoing IT revolution, today's world is changing at a surprising pace. Political and Economic transformations appear to be taking place everywhere—as countries convert from command to demand economies, dictatorships move toward democratic system, and monarchies build new civil institutions. These changes have created economic opportunities for women who want to own and operate businesses.

It is found that a women entrepreneur must have managerial capabilities to manage the activities of a enterprises in an efficient manner to achieve higher profit and growth. It is applicable to every manufacturing industry whether it is a food, garments, handicraft or others.

## **3. Ideal Stage of Women to Take up Entrepreneurial Career (Before/ After Marriage)**

Women are considered not able to put together a team of high-potential entrepreneurs. People who hold such prejudice believe that woman is unwilling to share ownership

with others. Early days, almost all entrepreneurs are eager to put their own businesses complete control in their hands, but it is thought that, in and to share control and equity issues, women were more difficult to resolve.

Women entrepreneurs face gender-based barriers to starting and growing their businesses including discriminatory property, matrimonial and inheritance laws and/or cultural practices, limited mobility, voice and representation, and an unequal share of family and household responsibilities. These factors, combined with social exclusion based on sex mean that women entrepreneurs are in a less favorable position compared to men.

According to the 2001 Census, there were 496.4 million women in India, out of India's total population of 1028 million. It was also estimated that the unorganized/informal sector workers as comprising about 86% of work force in the Indian economy in 2004-2005 and informal employment both in the organized and unorganized sector was recorded as 92%. About 38% of the total workers were females. Further, 39% of all working owners were female. The estimated number of unorganized manufacturing enterprises in India during 2005-06 was 17.07 million. A total of about 36.44 million workers were estimated to be working in unorganized manufacturing enterprises. In other words, each enterprise roughly engaged about 2.13 workers on an average.

In the research work, it can be concluded that an ideal stage for women entrepreneurs to start up the entrepreneurial career is after marriage whether it is a food, garment, handicraft or other manufacturing industries.

#### **4. Perception of Women Entrepreneurs About External Agencies for Women**

In India, various agencies like Indian Council of Women Entrepreneurs (ICWE), self-employed women association (SEWA) etc are working to provide financial technical, legal and other support to women entrepreneurs working in different cities in order to make their enterprise a successful one. In Kanpur city, many associations are working for this purpose. The research study reveals that, most of the women entrepreneurs

were not aware about the above organizations. The perception of women entrepreneurs regarding the above organizations is that that without support of these agencies, they cannot run her business smoothly.

Further, the Micro, Small & Medium Enterprises development organizations, various State Small Industries Development Corporations, the nationalized banks and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills<sup>2</sup>. The Office of DC (MSME) has also opened a Women Cell (WC) to provide coordination and assistance to women entrepreneurs facing specific problems.

There are also several other schemes of the government at central and state level, which provide assistance for setting up training-cum-income generating activities for needy women to make them economically independent. Small Industries Development Bank of India (SIDBI) has also been implementing special schemes for women entrepreneurs.

In addition to the special schemes for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneurs. For instance, under Prime Minister's Rozgar Yojana (PMRY), preference is given to women beneficiaries. The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme. Similarly, under the MSE Cluster Development Programme by Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project in case of hard intervention, but in the case of clusters owned and managed by women entrepreneurs, contribution of the M/o MSME could be up to 90% of the project cost. Similarly, under the **Credit Guarantee Fund Scheme for Micro and Small Enterprises**, the guarantee cover is generally available up to 75% of the loans extended; however the extent of guarantee cover is 80% for MSEs operated and/ or owned by women.

## **5. Desirable or Recommended Business Environment for Women**

While undergoing this research work, the researcher have met 100 respondent in four different industries, who were facing several problems like in order to overcome these problems it can be conclude that this can abolished with the help of the husband and family members.

Education is a boon to mankind, while lack of education to a person is a bane now-a-days. Throughout the world, we can observe that the ratio of women entrepreneurs is growing tremendously. The emergence as well as development of women entrepreneurs is quite visible in India and their over-all contribution to Indian economy is also very significant. Today the role of

Women entrepreneur in economic development is inevitable because women are entering not only in selected professions but also in professions like trade, industry and engineering.

The industrial structure and the enterprises are undergoing a radical change. Information Technology has transformed the very technique of doing business. Individually, business ownership provides women with the independence they crave and with economic and social success they need.

Nationally, business ownership has great importance for future economic prosperity. Globally, women are enhancing, directing, and changing the face of how business is done today. Ultimately, female business owners must be recognized for who they are, what they do, and how significantly they impact the world's global economy.

Women should be considered as specific target group for all development programmes. Govt. should extend better educational facilities and schemes to women folk. Adequate training programs on management skills should be provided to women community<sup>3</sup>. Encourage women's participation in decision making. Vocational training should be extended to women community to enable them to understand the production process and management. Training on professional competence and

leadership skills should be extended to women entrepreneurs. Activities in which women are trained should focus on their marketability and profitability. State Finance Corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs. And lastly women's development corporation has to gain access to open-ended financing. On the basis of the aforesaid problems faced by women entrepreneurs and various other problems too, there is a provision of a number of Strategies for promoting women entrepreneurship to overcome these problems. Such solutions or remedies can be well understood as under:-

- Promoting entrepreneurship among women is especially important to tackle the problems of under employment and unemployment in the society.
- Education has been instrumental in increasing the participation of women in entrepreneurial activities. The formal education not only helps in acquisition of requires knowledge for a job, which demands non-traditional skills but also imparts knowledge about the different occupational opportunities. Good academic background makes women confident in dealing with problems in business in an effective manner. Although it is a fact that entrepreneurship is not a special preserve for the educated but in the case of women already burdened with many social pressures, education is a powerful tool in breaking down the barriers to successful entrepreneurship. Thus education is a liberating force and barriers of caste and class, smoothing out inequalities imposed by birth and other circumstances.
- There should be an incessant attempt to motivate, give confidence, inspire and assist women entrepreneurs.
- Government should provide better educational facilities and schemes to women folk.
- There should be continuous monitoring, improvement of training programmers, practical experience and personality development programmes to improvise their over-all personality standards.

- Establishment of proper training institutes for enhancing their level of work-knowledge, skills, risk-taking abilities, enhancing their capabilities. Training Centers should provide training to prospective women entrepreneurs free of cost and Entrepreneurship Development Programme should be much more practical oriented. Inculcation of self-confidence amongst women that they can also run a business should be one of the prime motives of these programmes. Potential women entrepreneurs should be exposed to different types of emerging opportunities. Housewives should be motivated to learn additional income.
- A women entrepreneur should herself set up an example by being successful and should act as a role model. Since children have a tendency to emulate their parents, the resultant effect would be automatic.
- Establishment of proper training institutes for enhancing their level of work-knowledge, skills, risk-taking abilities, enhancing their capabilities.
- Finance is sine-qua-non for any enterprise. The banking system is not sufficiently responsive to social banking needs and has not been able to deal with barriers that hinder women from using or gaining access to credit. Adequate arrangements must be made for the supply of credit facility at concession rate for the women entrepreneurs in view of their growing needs.
- Creating provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
- Provision should be made to provide land / sheds to deserving women entrepreneurs on priority basis. Group Women Entrepreneurship (GWE) may be promoted in rural sector by reinvigorating activities / skills on traditional crafts or practices with which they are acquainted.
- A Women Entrepreneur's Guidance Cell should be set up to handle the various problems of women entrepreneurs all over the state.
- Positive attitudinal change in the society recognizing the role of women as entrepreneur may lead to the development of appropriate environment in which women will be able to exploit their entrepreneurial talents



- Offering seed capital, up-liftmen schemes, women entrepreneurs fund etc. to encourage them economically.
- To extend concessional rates facilities and schemes for women entrepreneurs to prosper in the field of enterprise.
- Thus while adopting the following aforesaid measures in letter and spirit the problems associated with women can be solved.

## **6. Technical Background for a Woman is Compulsory to take-up Business in Manufacturing Industries**

The research that the technical knowledge/ training apart from general education is necessary to start women entrepreneurs for running the enterprises smoothly.

Apart from general education, the entrepreneur should possess adequate knowledge in the enterprise that they operate. Some of this could be obtained through technical education. Analysis was made to ascertain to what extent the women entrepreneur's posses the necessary technical education.

Again the fact was emphasized that women had chosen their line of activity in line with their education especially so in accordance with their technical education background.

## **7. Problems of Woman Entrepreneurs Faced in Various Manufacturing Industries**

The crucial problems faced by 100 respondents working in different manufacturing industries include financial problems, technical problems, gender discrimination or lack of information etc.

- **Gender Problems**

It is observed that the major problems amongst the above mentioned were gender problems.

- **Arrangement of Finance**

For every business undertaking Finance is said to be the “life blood”, whether it is large, medium or small enterprise. Women entrepreneurs face the problems of shortage of finance on two important bases. Firstly, women do not in general have property on their own names to use that as collateral securities for obtaining loans/funds from banks and other financial institutions. Thus, their access to external sources is very limited. Secondly, obtaining the support of bankers, managing the working capital, lack of credit resources are the problems which still remain in the male’s domain.

- **Shortage of Raw-Materials**

Women entrepreneurs encounter the problems of shortage of raw-materials and necessary inputs. On the pinnacle of this, is the high prices of raw materials, on one hand and getting raw materials at minimum discount rates are the other.

- **Cut-throat Competition**

Lot of the women entrepreneurs have imperfect organizational set up to drive in a lot of money for canvassing and advertisements. They have to face severe competition from organized industries. They have also to face a stiff competition with the men entrepreneurs who easily involve in the promotion and development area and carry out easy marketing of their products with both the organized sector and their male counterparts. Such a competition ultimately results in the insolvency of women entrepreneurs.

The social discrimination against women reflects not only in the political, cultural, educational and other aspects, but also in their participation in Economic activities. Gender discrimination stems from the concept of traditional gender roles that women cannot be as good as male or female is subordinate to men, this stereotype thinking has led to women's low social recognition, low-evaluation, resulting a variety of gender-based discrimination.

The truth is different one. When proper exposure and knowledge are imparted to them, Indian women, proved themselves to be highly potential productive force. When proper education and environment are given, the social taboo can be broken up and

women force can be used as a good human resource potential for the development of the Nation.

Entrepreneurship is more suitable to women and it is possible for them to do work when they have free time. Female entrepreneurs have formed a social class, and in the economic, social, political and other fields are playing an increasingly important role. In reality, due to the gap between male and female entrepreneurial performance- the great contribution of female entrepreneurs is always underestimated than men.

Women are trying their level best to attain quality of opportunity in various ways which differs over the time and among societies. Women entrepreneurship enables to pool the small capital resources and skills available with women. It paves the way for fuller utilization of capital and also mobilizes the female human potential.

Women who are self employed gaining better status in the society as well as in their own family. The development of micro enterprises in general and particular for women would be the appropriate approach to fight against poverty at the grass root and generate income at the house-hold level. Women entrepreneurship is seen as an effective strategy to solve the problems of rural and urban poverty.

They also pivot a very important role in our country's development by creating jobs. It is evident that that women entrepreneurship has a definite impact on economy both in its ability to create jobs for themselves and to create jobs for others. There exists an immense scope for growth. They create more initiatives, which in turn create opportunities, which in turn create jobs. The role of women entrepreneurs is especially relevant in the situation of large scale unemployment that the country faces.

Both the public and the private sector all around the world are increasingly giving credit to female entrepreneurs as one of the main forces driving economic growth in developing countries. Female entrepreneurship is a key driver of a country's prosperity. By creating the conditions for women entrepreneurs to flourish, countries are investing in their national well-being and competitiveness. They have been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organization and business problems.

Women have an equal role in the development of the Indian economy. They play their role in the country's development is by creating wealth for the country, which in turn can fund further start ups and budding women entrepreneurs. Women enterprises offer the greatest opportunity for wealth creation, simply because they have the potential of capturing the market, at all level. Creating and sharing wealth can enable women entrepreneurs to do even what India's government has failed to do since independence, such as transforming education and rural India, making wealth an instrument for bringing the revolutions to build the new India.

### **Suggestions for Improvement in Women Enterpenuership**

Women entrepreneurs can create more innovations for India's development. It's a known fact that they are the harbingers of new innovations and fresh ideas. With their increased literacy rate, our country has a plentiful number of quality women entrepreneurs who are involved in innovations. They can therefore nurture a great change in the society with their fair set of innovations. Be it technological changes or social changes, the innovative ideas that they brings in the society contributes towards the betterment of our country by the creation of better products and services. It also creates a ripple effect in such a way that one innovation leads to another, with each innovation contributing more changes towards the society.

Thus, transforming women into a powerful entrepreneur can bring a vast majority of changes in our country with their vision and desire to achieve. Thereby, a woman entrepreneur can bring versatile changes in our society and contribute to development of the country.

From the outgoing analysis, it is clear that the women enterpenuer community suffers a lot of social and economic problems viz., attitude of family and husband towards business, lake of manegerial capabilities, lack of motivativation and training opportunities, lack of finance, lack of knowledge about external agencies, etc.

Though women enterpenuer have played a significant role in the economy of Kanpur Districtss, living in Uttar Pradesh is still like flying on mono engine plane. If the

single engine shuts off due to malfunctioning, the high flier hurdles down to crash into a dead heap. Hence, some suggestion has made to improve the legislation of enterpreneurship.

- **Women entrepreneurs** should be encourage by role models and aided by mentors.
- **Fostering innovation** through training and investments-
  - Financing innovation
  - Innovation focused training and technical assistance programme
  - Creating social programme for social enterprise
- **ICWE must provide separate market (Hatts)**, where they can exhibit their products for sale and make money similar to ‘Delhi Hatt’ in order to promote women entrepreneurs .
- **Announcing the winner** of multiple small business (Awards & Recognition)
- **MSME**, which is source of self employment with low level capital, should develop schemes for unemployed women. So that they can be eligible for easy seed capital to start their own micro or small enterprise.
- **Women Entrepreneurship Alumni Convention** by Alumni Association of IIT & HBTI Kanpur.
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<sup>1</sup> Fishcer, E., Reuber, R., Dyke, L. (1993), "A Theoretical Overview and Extension of Research on Sex, Gender and Entrepreneurship", Journal of Business Venturing, 8, 151-168.

<sup>2</sup> National Commission for Women (2009) Programmes, Accessed on 21<sup>st</sup> Oct., 2013 from: <http://ncw.nic.in/frnProgrammes.aspx>

<sup>3</sup> Hisrich, R and Brush, C. (1994), "The Woman Entrepreneur: Management Skill and Business Problems", Journal of Small Business Management, 22 (1), 30-37.