

**Work Life Dynamic of Selected Women Entrepreneurs in  
Coimbatore City**

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### **80\_Recommendations**

To promote entrepreneurial skill and activities among women entrepreneur the following efforts can be taken into account by government and NGOs for effective development of women entrepreneurs Encourage women's participation in decision-making.

- Government can extend better educational facilities and schemes to women entrepreneurs
- Adequate training programme on management skills and Vocational training need to be extended to women community that enables them to understand the production process and production management.
- Training and counseling through the aid of committed NGOs, managerial experts and technical personnel should be provided to the women entrepreneurs to develop self – confidence.
- The financial institutions should provide working capital assistance both for small scale venture and large scale ventures.
- Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
- Industrial estates Infrastructure, in the form of industrial plots and sheds, to set up industries should be provided by state run agencies.
- During the study, it was observed that many women entrepreneurs were women not aware of the policies due to lack of awareness.
- In addition to policies and schemes, there must be mentoring group at multiple levels from districts to cities to state to central. These groups can assist the aspiring women entrepreneurs to convert their dreams to reality.