CHAPTER - VII
SUMMARY AND SUGGESTIONS

An earnest attempt is made in this chapter to present a summary of conclusions arrived at in the earlier chapters and to make suggestions to overcome the problems faced by women entrepreneurs. In addition, issues for further research in future are incorporated.

1. Summary

A summary of findings of the present enquiry is given in this section.

1.1 Research design and methodology

Economic development in any form is the outcome of human activity. Historical development has brought several changes in the economic development programmes of many countries. India is in a peculiar situation where poverty is not only acute but a chronic malady even in the presence of abundant natural resources
including human resources. Absence of an entrepreneurial class willing to take risks and undertake new ventures is yet another reason for slow economic development of the nation. The development of indigenous entrepreneurship is an imperative for a country embarking on socio-economic development programmes. Thus, the country is looking forward to more and more entrepreneurs to lay the foundations of a strong national economy. Women’s development has been considered the key to the overall sustainable development of the nation. Further, it has been understood that empowerment of women and their full participation on the basis of equity in all spheres of society are fundamental to the achievement of equality, development and peace. Entrepreneurship development among women will certainly strengthen industrialization. Entrepreneurship development is essential for increasing per capita income and quality of life. Various studies on women entrepreneurship have focused on specific problems. A total approach to all such problems and possible solutions would help planners to give impetus to women entrepreneurship. Such an attempt is made in this enquiry. At a time when the government and society have a concern for women but have not traveled towards encouraging women entrepreneurship, the study acquires great significance.

Several women in various parts of the world try to develop business acumen, mobilize the necessary resources, proficiency and expertise from different quarters and set up their own business enterprises and industry and sustain them and develop them in different directions. This is the starting point for the movement of women entrepreneurship in every country. While in India there had been a general awareness about the need to encourage entrepreneurs and specific schemes were launched for industrialization and promotion of entrepreneurship, these programmes lack specific thrust for promoting women entrepreneurship. Several government departments, institutions and voluntary organizations have introduced a multitude of programmes of assistance and incentives etc to keep up the tempo and to speed up the process of growth of women entrepreneurship further. Andhra Pradesh state and Hyderabad city are no exception to this. In spite of this, women confront varied problems, some of which are indeed highly complicated and vexatious. It is also not easy to avail all the promised assistance and benefit from incentives offered. They have to run from pillar to post to meet the officials and get the needed assistance and guidance. In this process, they are exhausted physically and mentally. Their hopes are belied and they are left
high and dry. This research work was undertaken to expose the root cause of problems of women entrepreneurs, suggest feasible and appropriate measures to overcome them and to make the enterprises not only sustainable but also develop them further. At the same time, this enquiry aims at highlighting the efficacy of the various supportive measures enunciated and implemented by the government from time to time. Further, researcher has attempted to suggest ways to address the various issues concerning women entrepreneurs. The researcher feels that these suggestions will definitely be of great significance and immense benefit not only to women entrepreneurs but also others participating in the programmes of encouraging women entrepreneurs. The researcher is of the firm conviction that an in-depth analysis of various problems would result in suggestions that may lead to further growth and prosperity of women managed enterprises.

There are several studies at national and regional levels regarding entrepreneurship. There are a few studies at regional level which highlighted the issues faced by entrepreneurs. Firm level studies are few in number which centered around a particular industry/product categories. In literature, some of the studies are found on the problems of entrepreneurs in general and women entrepreneurs in metropolitan cities. As far as the knowledge, information and understanding of the researcher are concerned, there is no evaluative and empirical study on the problems and prospects of women entrepreneurs in Hyderabad city. The author knows men, matters and material thoroughly in Hyderabad city. Further, due to time, money and other constraints, the enquiry is confined to Hyderabad city only. Therefore, a modest attempt is made to evaluate performance, problems and prospects of women entrepreneurs in the city of Hyderabad. The specific objectives of the study include: to review the government policy, programme and institutional set-up for the promotion of women entrepreneurship in India; examine the motivational factors that influence women to become entrepreneurs; analyse the performance of select women enterprises; evaluate the problems confronted by women entrepreneurs; and assess the prospects of women enterprises.

For the purpose of the study, 216 women entrepreneurs are conveniently selected. These are spread over manufacturing (81), trade (36) and service (99). The study has made use of both the primary and secondary sources of data. The primary
Data is collected through a questionnaire specially designed for the purpose by personal interview method. The data is processed, tabulated, analysed and interpreted with the help of tools like Person's rank correlation, chi-square test, standard deviation, compound growth rate and Likert's scaling technique. Wherever possible and feasible, appropriate graphs, charts and diagrams are drawn to highlight the facts and figures. The study suffers from certain limitations. There may be recall lapses since the respondents do not maintain proper books of accounts. A few questions which many could not answer are deleted from the questionnaire. Hence, the analysis on financing and cost aspects could not be covered adequately.

1.2. Measures for the promotion of women entrepreneurship

In India, for the promotion of entrepreneurship among women, government has designed and evolved a number of policies, implemented programmes, set-up institutions and provided financial assistance over many years. The entrepreneurship development has received much attention during the last few years. The principle of gender equality is enshrined in the Preamble of the Indian Constitution, Fundamental Rights, Fundamental Duties and Directive Principles of State Policy. National Level Standing Committee on women entrepreneurs was constituted to look into the problems of women entrepreneurs and evolve policies for the promotion of entrepreneurship among women. The First National Convention on Women Entrepreneurs, held at New Delhi during 1981, called for priority to women in the allotment of land, sanction of power, industrial licensing etc. The Second International Conference on Women Entrepreneurs adopted a declaration for the promotion of entrepreneurship among them. The First Five Year Plan held that women must have same opportunities as men for taking up all kinds of jobs and this presupposes that they should get equal facilities. The Second Five Year Plan emphasized the expansion of education. During the Third Five Year Plan, stress was laid on schemes like condensed courses for adult women. In the Fourth Five Year Plan Period incentives such as free text books and scholarships for girls were included in a scheme of education for women. In the Fifth Five Year Plan, attention was laid on the orientation of curriculum to meet the special needs of girls. In addition to incentives, girls were given uniforms and attendance scholarships.
The principle of women as the target of economic development programme was accepted in the Sixth Five Year Plan. Further, efforts were made to enable girls responsible for sibling care at home to attend schools. During the Seventh Five Year Plan, education at the elementary stage was made free for girls. Efforts were made in the Eighth Five Year Plan to make women self-reliant and economically independent. During Tenth Five Year Plan, strategies were pursued to empower women socially, economically and achieve gender justice. National Small Industry Development Organization and the State Directorates of Industries were established to assist women entrepreneurs. Extension training institute was set-up to train officers engaged in the administration of industrial programmes. The District Industries Centers provide services and facilities to entrepreneurs at one place. The Central Social Welfare Board was set-up to promote and implement welfare programmes for women and the handicapped. The KVIC has taken up the promotion and development of KVIC to provide employment opportunity in the rural areas. Like this, Small Industries Service Institute and Federation of Association of Small Industry of India have come up. Mahila Mandal came into being to take up certain existing projects meant for women. The Self-employed Women Association was organized for poor and self employed women workers. The AP Women’s Co-operative Finance Corporation assists women entrepreneurs to set-up traditional and non-traditional enterprises. The Women Development Corporation was set-up to promote employment generation among women’s groups and poorer sections of society. All India Manufacturers Organization was established to encourage, motivate and guide prospective women entrepreneurs to set up industries. The IDBI has launched schemes to assist women entrepreneurs. To train women entrepreneurs, entrepreneurial development institute was set up in the country.

The Federation of Indian Women Entrepreneurs offers training in domestic and export marketing management, quality control and standardization. The small enterprises were formed exclusively for women entrepreneurs. Consortium of Women Entrepreneurs of India is a common platform to help women entrepreneurs while evolving innovative techniques of production, marketing and financing. The South Asian Association for Regional Co-operation provides a platform for the people of South Asia to work together in a spirit of friendship, thrust and understanding through Chamber of Women Entrepreneurs Council. NABARD has designed programmes for
the development of rural women with regard to assistance, marketing support etc. Rashtriya Mahila Kosh was set-up to provide micro credit to poor women. The Indira Mahila Yojana offers a holistic strategy for the empowerment of women through group dynamics. The SIDBI has launched programmes for women. The Swarn Jayanti Shahari Rozgar Yojana, Swarna Jayanti Gram Swarozgar Yojana and Prime Minister's Rozgar Yojana cover women along with men. The SBI Sreem Sakthi scheme is exclusively designed for women. The NREGP and PMEGP also assist women entrepreneurs in the country.

1.3 Profile of study area

Hyderabad is the capital of AP. It was founded during 1590 A.D. as the capital of Golkonda Kingdom. Hyderabad district came into existence during August, 1978. Hyderabad is the fifth largest city in India. The geographical area is 217 square kilometers. The population is 38.29 lakhs. The sex ratio is 933 women per 1000 men. In the total population, literates account for 78.8 per cent. There are two revenue divisions with 16 mandals. The normal rainfall will be 778 mms. The livestock population was 51,782. The net domestic product, at factors cost, at current price is Rs. 15.51 lakhs. There are several historical places in and around Hyderabad. The worth mentioning include: Charminar, Birlamandir, Macca Masjid, Osmania University, Salarjung Museum, Kutub Sahi Tombs, Golkonda Fort, Birla Planetarium, Science Museum, Nehru Zoological Park, Buddha Poornima, Public Garden, Falaknuma Palace, IT Hub, Hi-tech City, Indian Institute of Information Technology, International School of Hyderabad, Indian School of Business and Hardware Park.

Enterprises owned by enterprises are 65,571. Of these, non-agricultural activities based units account for 99.84 while the rest agricultural activities based. There are 1.17 lakh establishments. Of them, the former and the latter constitute 99.82 per cent and 0.18 per cent sequentially. When all the activities are considered together, FCs rank first followed by OBCs and SCs/STs. A similar trend exists in agricultural and non-agricultural activities. In both the agricultural and non-agricultural activities, men dominate women with a share of 96.79 per cent and 93.49 per cent sequentially. The micro and small enterprises have increased from 191 in 2005 to 421 in 2009 with relative ups and downs. The employment was 1438 and 7422 in the former and the latter sequentially. The fixed investment works out to Rs. 8.25 crores in 2005 as against Rs.
75.69 crores in 2009. The industrial units under Factories Act were 1196 with a workforce of 37283 during 2009. The industrial employment in own enterprises stood at 85822 while they were 1186160 in establishments during 2006.

1.4. Socio-economic features and motivational factors

The highest percentage of women who took up entrepreneurial activities are in the age group of 20-30 years. Of the respondents, the highest proportion are graduates. There are two literates in the majority of the households of entrepreneurs. Out of the respondents, Hindus are more than 80 per cent. The FCs account for a major share among the respondents. The married respondents constitute 86.57 per cent. Among the respondents, 71.3 per cent belonged to nuclear family and the rest, joint family. The typical size of family in the household of women entrepreneurs consists of 5-6 members leaving trade, where it is 3-4 members. In more than 50 per cent of the sample households, the dependents are two. The respondents born in semi-urban places rank first followed by those born in urban and rural areas. In the aggregate respondents, 73.61 per cent are migrants and the rest natives. Most of the respondents were housewives before taking up entrepreneurship. The typical level of income of husbands of entrepreneurs is in the range of Rs. 15,000-30,000 per month. More than 70 per cent of the respondents reside in pucca houses followed by semi-pucca and khachha. Nearly 60 per cent of respondents reside in their own houses.

The lion’s share of the respondents were those who took to entrepreneurship for the first time and the rest inherited it from parents. The feasibility study is popular among the respondents belonging to manufacturing activity. A small percentage of entrepreneurs have organized technical/feasibility study before starting the enterprise. Economic force is the main motive to start the enterprise for more than 50 per cent of the respondents. One third of the respondents have selected the present activity i.e., manufacturing/trade/service due to advice from family members. Majority of the first generation entrepreneurs have started their units on their own initiative. Of the influential persons, husband/other relatives have influenced the highest proportion of entrepreneurs to start the present line of the activity. Of the motivational forces, ambition to become an entrepreneur, desire to be independent, technical qualification, small investment, economic necessity, desire to earn more, past experience, profitability, suggestion from friends and family business have motivated the
respondents to become entrepreneurs. Incentives, concessions, rebates and tariffs have contradicted the inference drawn so far regarding the influence of factors on the desire to become entrepreneur. Self-employment and programmes have attracted the respondents under manufacturing only. There is high degree of positive rank correlation between manufacturing and trade; manufacturing and service; and trade and service. This is based on the average score and ranking of respondents. The results of ANOVA reveal that there are significant differences among the three types of entrepreneurs namely, manufacturing, trade and service. With regard to psychological factors, the respondents do not have the required internal locus of control; low level of independence and so depend on environment; so they are unwilling to take risk. This is one of the basic features of entrepreneurship. Among the sample units, sole trader concerns account for a lion’s share. It is sad to note that less than one fourth of respondents have benefited from the entrepreneurship training/development programmes organized by the government.

1.5. Performance evaluation

The prominent source of finance for the women entrepreneurs is their own contribution and borrowings from friends and relatives. The proportion of own funds in the total funds was more than 75 per cent in half of the entrepreneurs. In manufacturing and service, the entrepreneurs with a capital of less than Rs. 2,00,000 rank first. With regard to trading, entrepreneurs with capital investment in the range of Rs. 2 - 5 lakhs occupy the first place. In the majority of enterprises, the number of workers are less than five since these units are small in size. The hired labour force dominate the employment scene in the sample units. The proportion of family members in the total workforce is relatively low in the manufacturing. There is a skill intensity among the workers in manufacturing and trade. An overwhelming number of workers are men in manufacturing as compared to trade and service. The local labour dominate the employment scene in all three sectors ranging between 53 per cent and 82 per cent. More than 50 per cent of respondents have obtained raw material from within the state. Three fourths of entrepreneurs have obtained raw materials through hired vehicles. Of the respondents, 63.89 per cent have produced final products. Out of the respondents, 64.32 per cent have produced multiple products, 23.24 per cent single product and the
remaining both. The respondents under the manufacturing and service sector do not forecast sales. A converse situation prevails in the case of trade.

Among the respondents, more than 80 per cent have sold goods and rendered services without any brand name. Nearly 67 per cent of respondents market their goods/services through direct marketing without involving middlemen. Out of the instruments of advertising, a little over 63 per cent of respondents have used pamphlets for sales promotion in preference to newspaper. Only 19 per cent of respondents participate in trade fairs/exhibitions to promote sales. Out of the respondents, 58.33 per cent sell products and rendered services locally. The sales outside the country are almost negligible. Around 55 per cent of respondents dispose of their goods and render services on cash-cum-credit basis. The respondents under manufacturing price their products popularly on contractual basis, cost oriented practice in trade and competition based pricing in service. More than 50 per cent of respondents do not preserve their goods in godowns/warehouses. Out of the total respondents, 96 per cent in service, 91.7 per cent in trade and 74.1 per cent in manufacturing earn profits while the rest incur losses. In the case of manufacturing, of the skills of respondents, communication skills rank first with a weighted score of 235 and a rating percentage of 12.32. In the case of trade, communication skills occupied the same place with weighted score of 122 and a rating percentage of 13.66. With regard to service sector, human relation skills rank first with a weighted score of 299 and a rating percentage of 12.62. At the aggregate level, communication skills rank first with a weighted score of 642 and a rating percentage of 12.32. In the case of manufacturing, women entrepreneurs view that women should be economically independent ranks first with a weighted score of 273 and a rating score of 12.81. In the case of trade, women entrepreneurs opined that women work much harder than men scored first with a weighted score of 124 and a rating percentage of 13.12. With regard to service sector, respondents felt that women should be economically independent occupy first place with a weighted score of 335 and a rating percentage of 13.16. When all the respondents are considered together, the perception that women should be economically independent ranks first with a weighted score of 731 and a rating percentage of 12.96.
1.6. Problems

Of the respondents, 60.50 per cent in manufacturing, 69.40 per cent in trade and 44.44 per cent in service have experienced stress due to business while the rest did not. The result of chi-square test \( x^2 \) reveals that there is no significant association between type of activity and stress experienced. Majority of respondents in manufacturing(79%), trade(52.80%) and service(64.65%) did not bother about the comments made about them. There is no significant association between type of activity and adverse comments and feelings. Nearly 56 per cent of respondents in trade have experienced resistance from family members, friends and relatives while starting new ventures. Whereas a majority of respondents in manufacturing and service were not subjected to any opposition. There is no significant relationship between type of activity and opposition to start new venture. The respondents who were subjected to gender discrimination constitute 45.68 per cent in manufacturing, 41.67 per cent in trade and 21.22 per cent in service. The association between type of activity and gender discrimination is insignificant. Of the total respondents 59.20 per cent faced problems during the formulation of project/activity while the rest were free from it.

Among the respondents, those who have faced problems are the highest in trade (83.33%) followed by service (59.60%) and manufacturing (48.15%). It is evident that there is no significant association between type of activity and problems faced during project formulation. The majority of the respondents in trade have faced problem while raising finance while the majority of the respondents were free from it under manufacturing (64.20%) and service (60.60%). The relationship between type of activity and the problem of raising funds is insignificant. Of the problems faced in raising finance, lengthy procedures is the most common problem faced by the respondents. Out of the total respondents, less than 15 per cent faced problems relating to acquisition of working capital. There is no significant association between type of activity and problem with raising working capital. Adequacy of working capital appears to be a serious problem as compared to lengthy procedure. Non-availability of instant credit supply to meet the emergencies has severely affected the women entrepreneurs in service (71.43%), manufacturing (69.23%) and trade (55.56%). All the respondents have faced raw materials problem under manufacturing and trade. With regard to service sector, 82.83 per cent have faced obstacles relating to raw materials. Of the problems faced by the respondents while procuring raw materials, high prices (32.16%)
seem to be the first followed by fluctuations in prices (28.64%), substandard materials (15.08%), high transportation cost (13.07%) and irregular supply (11.06%).

Most of the respondents have faced labour problem. But the association between the type of activity and labour problem is insignificant. Of the problems confronted by women with regard to labour, absenteeism appears to be the first. Absenteeism is the highest in trade (60.61%) followed by manufacturing (56.34%) and service (53.57%). This is so because of the involvement of women workers who are prone to be absent during maternity and childcare. There is no significant association between the type of activity and prime labour problems. Non-availability of un-skilled labour occupied the first place. In the case of manufacturing, the highest 45.65 per cent faced competition from small scale units. A similar trend prevails with regard to entrepreneurs under trade and service. Around 50 per cent of respondents have faced the problem in the transportation of goods. It appears that there may be lack of suitable mode of transport.

In manufacturing, conflict between entrepreneurial and domestic roles arose due to overload of work in both the roles. It was ranked first by a majority of the women entrepreneurs with a weighted score of 306 and a rating percentage of 38.83. A similar trend can be noted in the entrepreneurs under trade. In the case of respondents under service, the conflict due to inability to maintain social contacts came first with a weighted score of 484 and a rating percentage of 41.51. When all the respondents are considered as a whole, among the conflicts, overloaded with work in enterprise and at home came first with a weighted score of 803 and a rating percentage of 37.58.

2. Suggestions

Women possess certain admirable qualities of enterprise. If proper awareness about entrepreneurship is created, women can contribute to the all overall development of the nation. In recent times, there is a phenomenal growth in women entrepreneurship. There is a further scope and opportunity to tap the untapped areas of entrepreneurial talent and skill. The researcher has made the following suggestions for the overall development of women entrepreneurs.

2.1 Women are not lagging in entrepreneurial talent. The existing training facilities and curriculum of entrepreneurship development should be updated.
and diversified. Useful and proper training is needed to change their attitudinal views, environmental notions, natural skill and power of wise thinking. It enhances the capability of women. This enables women entrepreneurs to develop self-confidence, self assertiveness, aptitude, acumen and risk bearing capacity. Women have occupied the status second class citizens status due to gender discrimination in the society. She is endowed with natural strength but weaknesses are created by the society. The training programme should be designed in such a way that her strength should be further explored and automatically weaknesses are reduced. Many of the respondents have expressed their incapability in managing the affairs properly. The researcher has come acrossed that, majority of women entrepreneurship are running below their expectations because of underdeveloped management system. If proper managerial training is provided, women can run their ventures successfully.

2.2 Proper healthy and harmonious environment has to be fostered for the emergence of women entrepreneurship.

2.3 Selection of proper entrepreneurial line of activity is a difficult task for women entrepreneurs. The information on the development of entrepreneurship has not reached the women folk. Hence wide publicity should be given.

2.4 Generally, girls right from the school days are aiming to become doctors, engineers, teachers, lawyers etc. Usually women would like to join government employment. For carefree safety, government job is considered secure and safe with no risk bearing. But a few girls/ women are willing to chose entrepreneurial career brave themselves with risk taking situations, uncertainty and mental pressure. This weak mindset should be changed by incorporating entrepreneurship syllabi in the initial stage of education.

2.5 Some of the respondents reported that the society looked at them with suspicion at their abilities. This has lead to inferior complex and fear in them. Hence efforts should be made to create confidence in the form of a pat and encouragement.
2.6 Since the first generation entrepreneurs are relatively less, opportunities should be created to take up entrepreneurship. This is so because the housewives are potential source of entrepreneurship.

2.7 Many of the woman entrepreneurs are unaware of the government schemes programmes, training etc., meant for them. This was expressed by women entrepreneurs during the course of interview. The government should publicise them to reach the ears of women.

2.8 The time consuming procedures in obtaining loans from the financial institutions should be minimized. The paper formalities should be made simple and lucid. It facilitates easy access to them. Lady Officers have to be appointed to help illiterate and less educated women entrepreneurs.

2.9 The researcher has found that the enterprises registered in the name of women were actually managed by male members of the family. Government should unearth such illegal activities and malpractices. Suggestion should be given to the women entrepreneurs to run their own enterprises. Government should exhibit the list of real entrepreneurs.

2.10 While interacting with women entrepreneurs, researcher has noticed that the biggest challenge is marketing. To market the product, she has to be at the mercy of middle men who eat up the big chunk of profit. Middlemen have exploited women entrepreneurs at both the ends. They are denied of discount in the purchase of raw materials and try to extract maximum credit discount by middlemen. But they try to get more commission on purchase of finished products from women. If women decide to eliminate middlemen, they are bound to face a lot of problems with marketing their products such as advertisement, stiff competition and under estimation of quality of products produced by them. Therefore, some kind of cooperative marketing should be organized.

Thus organizations like ALEAP, NGOs, rural women organizations cooperatives etc., should come forward to help them in marketing. Government
departments should give preference to products of women entrepreneurs in governmental purchasing policy.

3. Hints for further research

The present study has focused on a limited area of women entrepreneurship in a developed region to assess the extent of progress achieved by women. There is a scope for well structured micro level studies as well as large scale macro level studies with wider coverage, more so in the context of liberalization, privatization and globalization to march towards gender equality. The studies were organized in developing countries, covering advanced regions and major cities. There is a need to conduct studies in less developed regions, smaller towns and cities and rural areas. A few themes on which studies can be pursued are women entrepreneurship in different types of regions, centers of varying levels of industrialization and in different product groups. The themes can cover existing women entrepreneurs of 5, 10 and 15 years standing to understand their experiences contribution, etc. The future studies may be directed towards: Effectiveness of existing institutional support systems and programmes; Specific themes such as marketing, finance, training, technology, support structure, infrastructure and common facilities for rural enterprises; Contribution of NGO's in different regions, as case studies, apart from regional studies. This can also cover their involvement in conducting EDPs and undertaking follow up action; Micro finance or micro credit, role of NGO's, banks etc, for promoting micro enterprises in less developed regions and among vulnerable sections of the people; and Impact of entrepreneurship development programmes and steps needed to enhance the success rate in different categories of women and programmes focused in various regions in the country.