1. Significance of the study

Economic development in any form is the outcome of human activity. This activity in a man envisages three roles for him such as an organizer, a worker and a user of goods produced or services rendered. Of these, the role of man in organizing the factors of production is important. Unless the skills and resources provided by nature are fully transformed into efficient inputs of production, labour will remain largely unproductive and keeps level of consumption low. These considerations focus attention on the significance of entrepreneurship in the development of any nation.

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. The maladies in the country are prevalence of chronic unemployment, under-employment, poor quality of human capital, inadequacy of skills to meet the social problems, superstitious social taboos, low level of technology,
poor economic organization etc. 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, especially among the rural people, 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 a nation. Once Pandit Jawaharlal Nehru, the former Prime Minister of India, rightly said that to build a strong nation, we have to make women play a vital role in educational, technical and financial fields. 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. It is well understood that when a woman moves forward, the family moves, the village moves and the nation moves. Improving the status of women in the society is an essential ingredient of human development. Entrepreneurship development among the rural women force will certainly strengthen the village economy and promote regional development through rural industrialization. It will also pave the way for the empowerment of women as it makes them financially independent. Women do not live in healthy circumstances in the world. It is clear from the words of International Labour Organization that women are fifty per cent of world's population, do two-thirds of work, but receive ten per cent of income and own less than one per cent of property. It is widely accepted that women don't have an adequate platform to develop themselves in the contemporary world. Even though the trend in the enrolment of women in business and other important activities is healthy, the business opportunities are scanty. This is absolutely true in the case of rural and urban women.

The world of women is no longer confined to the periphery of household activities. Now women form a vital portion of labour force and contribute towards economic development. But their participation at different levels of the workforce as technicians, managers and entrepreneurs has not been sufficiently brought out. The government had, through its administrative support system in the past, taken certain measures for the welfare of women. Now it offers development inputs for social advancement and empowerment of women. Entrepreneurship has been acknowledged
to be one of the essential factors which determine the growth of any country. The history of economic development of a country, whether developing or developed, has evidenced the fact that entrepreneurs have made a significant contribution to economic growth. But the nature and extent of such contribution may vary from society to society and from country to country depending on the industrial climate, availability of material resources and the responsibility of governmental system.

Entrepreneurship development is essential for increasing production and productivity in the primary, secondary and tertiary sectors; harnessing and utilizing material and human resources; solving problems of unemployment and under employment; effecting equitable distribution of income and wealth; increasing the Gross National Product (GNP) and per capita income; and improving the quality of life. Country's economic progress is found to be positively correlated with the rise in the number and quality of entrepreneurs. The entrepreneur is the determining factor in the creation of new wealth in the society. The need for a broad-based entrepreneurial class arises from the need to speed up the process of activating the factors of production, leading to a higher rate of economic growth; dispersal of economic activities; development of backward and tribal areas; creation of employment opportunities; improvement in the standard of living of the weaker sections of the society; and involvement of all sections of the society in the process of growth. It is more so in developing countries like India where there are ample opportunities to exploit the available resources and initiate entrepreneurial venture.

The entrepreneurs are vital for the development of industries of all sizes in the private sector of the economy, particularly small scale industries. This is because initially the entrepreneur performs all entrepreneurial functions such as innovation of new product or initiation of an existing product, undertakes risk facing economic uncertainty and gets financial assistance to set up an enterprise. But later, once the enterprise has taken off, the entrepreneur of large and medium size industries can employ fulltime manager/managers for supervising, co-coordinating and organizing production marketing products etc. An entrepreneur of small scale industrial unit has to keep on performing all the entrepreneurial roles for himself. Small scale industries are the feed beds of entrepreneurship for shaping industrial development and economic growth.
Entreprenuership is the driving force behind economic development. Without it, labour, capital, technology and resources remain practically useless. Indeed, it is often not the shortage of resources but lack of ability and determination to put them to effective use that has retarded economic progress in the developing countries. One of the difficult points while planning the development of countries is first to develop potential entrepreneurial resources and then ensure that they are employed productively. Economic growth needs more men with personal qualities of initiative and leadership, combined with skills in organizing and managing. Several factors go into the making of an entrepreneur. Individuals who initiate, establish, maintain and expand new enterprises constitute the entrepreneurial class. It depends on the socio-political and economic conditions, availability of industrial technology and state-of-the-art know-how, the culture of business and trading, existence of markets for products and services and the incentives and facilities available for starting an industry or business. All these have a bearing on the growth of entrepreneurship. A conducive environment is created through the policy and interest of the government in economic and industrial development. Various studies on women entrepreneurship have focused on some specific problems. A total approach to all such problems and possible solutions could help the planners to give impetus for women entrepreneurship. Such an attempt is made in this enquiry. Though the area of enquiry is a metropolitan city, by and large, the findings could be equally applied to other cities and with suitable changes to smaller towns and rural areas as well. At a time when the government and society have a concern for women but have not traveled much towards encouraging women entrepreneurs, this study acquires great importance.

2. Statement of the problem

There is a greater awareness among women about their rights and importance in public life and the society in general. Instead of depending on their husbands and other male members of family, women are striving their best, investing all their energies, skills and competencies etc on earning something and augmenting the levels of income of their families. In several cases, women proved that they can stand on their own legs and attain an independent status economically and socially. For this purpose, 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 enterprises of business and industry, sustain them and develop them in different directions. This is the starting point for the movement of women entrepreneurship development in every country. While in India there had been a general awareness about the need to encourage entrepreneurs and specific schemes were launched for industrial development and promotion of entrepreneurship, these programmes lack specific thrust for promoting women entrepreneurship. The problems of women are many and varied. The Small Industries Development Organization (SIDO), the various state small industries development corporations, the nationalized banks, ALEAP and other NGOs organize 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, SIDO has introduced process/product oriented EDPs in areas like TV repairing, printed circuit boards, leather goods, screen printing etc.

A special prize to outstanding women entrepreneurs of the year is being given to recognize the achievement of women entrepreneurs. The office of Development Commissioner (SSI) has also opened a women's cell to coordinate and assist women entrepreneurs who face problems. There are several other schemes of the government like the income generating scheme implemented by the Department of Women and Child Development, which provides assistance for setting up training cum income generating activities for needy women to make them economically independent. The Small Industries Development Bank of India (SIDBI) has been implementing two special schemes for women, namely, Mahila Udyam Nidhi, which is an exclusive scheme for providing equity to women entrepreneurs, and the Mahila Vikas Nidhi which offers to women developmental assistance for pursuit of income generating activities. The SIDBI has also started a programme to set-up an informal channel for providing credit on soft terms to women thereby laying special emphasis on promoting women entrepreneurs. Over and above this, SIDBI also provides training for credit utilization as also credit delivery skills for the executives of voluntary organizations working for women. Grant for the setting-up a production unit is available under socio-economic programme of the Central Social Welfare Board.
Several central government and state government departments, government
sponsored institutions as well as 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 are no exception to this. It is true that women entrepreneurs are benefited
from these institutional supportive measures. It is also true that they are confronted
with varied problems, some of which are indeed highly complicated and vexatious at
different stages of process of promotion, maintenance and development of enterprises.
It is not easy to avail of all the promised assistance and benefit from incentives
launched by various government departments and other organizations. They have to
run from pillar to post to meet the officials and get the needed assistance and guidance
etc and, in the process, they are getting exhausted physically and mentally.

Their hopes are belied. They are left high and dry. Of late, several suggestions
have emanated from various quarters to overcome the problems and place the
enterprises floated by women entrepreneurs on an economically viable footing and
confer on them the much sought after economic and social status in public life. This
research work was undertaken to expose the root causes of these problems, suggest
feasible and appropriate measures to overcome these problems and make the
enterprises set-up by women entrepreneurs not only sustainable but develop further.
The conclusions drawn in the course of this research work have taken in to account
the thorough and thought provoking discussions on the many complex problems faced
by women entrepreneurs today. At the same time, this research work aims at
highlighting the efficacy of the various supportive measures enunciated and
implemented by the government from time to time and the role of some voluntary
organisations in providing support and guidance to women entrepreneurs. This
researcher has attempted to suggest ways in which the government and the voluntary
organizations could come together and address the various issues concerning women
entrepreneurs. That is, the exsting schemes or plans to help women entrepreneurs
have to be reoriented to address certain basic problems faced by these women. Several
invaluable recommendations and suggestions are made to overcome the problems and
to increase the pace of the development of women entrepreneurship in Hyderabad.
The researcher feels, that these and suggestions will definitely be of great significance
and immense benefit not only to the women entrepreneurs but also to the various
officials and non-officials actively participating in this programme of encouraging women entrepreneurs. The researcher is of the firm conviction that an indepth analysis of various problems would result in suggestions that may lead to further growth and prosperity of women run enterprises.

3. Review of literature

In this section, an attempt is made to review the existing available literature relating to the theme of research.

3.1. National studies

Neera Desai in her book on “Women in Modern India” deals with the changing status of women in the Indian society. The author has attempted to describe the position of women in varied roles from the past to the present. Theoretically, women are considered equal to men. However, in practice, religious mores, value systems, social institutions and male dominance have adversely affected the life of women. Berma has studied 50 manufacturing firms engaged in the production of light engineering goods in and around Madras and Coimbatore cities. The author has studied the background of entrepreneurs and found that the initial entry into industry was open to persons of different social standing. His basic finding goes against the popular belief that caste and tradition play an important role in the emergence of entrepreneurs.

Singh has conducted a longitudinal seven-year follow-up study on 30 agricultural entrepreneurs with high and low need for achievement. The findings indicate that agricultural entrepreneurs with high need for achievement continue to augment productivity more than their counterparts. Further, the need for achievement is stable over the passage of time. Gaikwad and Tripathi have studied small entrepreneurs of Tanuku area of West Godavari district in Andhra Pradesh with a view to bring out the prerequisites for successful entrepreneurship. The investigators have observed that all entrepreneurs were persons with initiative, drive and hard work. But the majority of them had neither technical knowledge nor strong economic base and strong political connections.

Kapur in her work on changing status of working women, opines that women belonging to middle and upper classes are now conscious of their legal and political
rights. They are desirous of acquiring knowledge and skills. They have an economically independent status. Further, she pointed out the problems and difficulties faced by women in their new roles. Sripivas has organized a study on Hindu women only. Feminine pre-occupation with rituals causes women with power over men. Since the rituals are concerned with the welfare of household and its members, men appreciate the fact that women look after an important area of family life. Rajana has studied a special programme started by the Ministry Labour for vocational training of Women. The programme was aimed at increasing access to employment for women in diversified, newly emerging fields of work. Under it, a national institute offered advanced training in subjects, which can be described as a mix of traditionally accepted “Women’s Skills” and more “modern” subjects.

Kalpana Shah examined the central issues in the development of consciousness of women in the context of mobilisation of middle class women. The author had highlighted the limits of the welfare programmes undertaken by the movement of middle class women. This shows how such movements unwittingly strengthen the traditional image of women and perform a restricted role. The author has highlighted the relationship between ideological shifts and action programmes in the movement of women. Lalita Devi has tried to show the employment per cent against age duration, family type and place of residence, which play a crucial role in raising the status of women. Employed women have more power and influence in the family and outside rather than unemployed women.

Jyothi Rani made an elaborate study on “Socio- Economic Status of Self- Employed Women in a semi- urban city: it is a case study of women Tailors”. In the study, it is noticed that all the married women respondents saved a part of their income from tailoring and kept in chit funds. They saved money for the future of their children. The unmarried women wanted to reduce the burden on their parents. They have expressed the view that they would not have attained high living standards without the present job. Some of them save income for the sake of dowry. But widowed and separated women are unable to save anything because they are the only earning members in their families. Sixty per cent of women tailors have full freedom over their income. The respondents reported that they are paid less remuneration as compared to men, for stitching the same quality dress. Surti and Sarupriya have made an attempt to investigate the stress
experienced by women entrepreneurs and the way in which they cope with stress. For the purpose of the study 40 women entrepreneurs, who had at least more than two years of experience in business, are selected. The study revealed that the married women entrepreneurs experience more role stress than unmarried women entrepreneurs. Women entrepreneurs coming from joint family were found to experience less role stress than those from nuclear family. They has suggested intra-persistive style, while coping with stress.

Usha Rao has examined the stock of existing positions of women in different regions and brought out their role in social, economic, legal, educational, moral and political spheres. Rao has particular interest in women belonging to weaker sections of society. It is believed that her study would be useful to both the governmental and non-governmental organisations engaged in programmes and plans for the development of the country. Venkatapathy in his study, found that the first generation entrepreneurs in the age group of 31 – 40 years perceive father as a loving person, parents as encouraging and over protective; attribute greater importance to friendship; initiate venture to promote self-employment; and want to be model to others. They consider social awareness and involvement as essential for a business venture. The second-generation entrepreneurs perceive father as being dominant, and not influenced by anyone; attribute the least importance to friendship; start a venture to avoid unemployment; and feel that social awareness and involvement are not essential for business venture. Singh and Sengupta have conducted a study on 45 women who were attending the entrepreneurial development programme held during November-December 1983. The objectives of the study were; to determine the characteristics of women who were on the threshold of starting their business; to study the factors that promoted women to start their own business; to identify the motivational factors and underlying psychological forces that lead women to become entrepreneurs; to establish relationship between their entrepreneurial vision, potentials; sand policy implications for developing entrepreneurship among women.

Sing etc have conducted a study to identify successful women entrepreneurs, motivational factors, driving forces evaluate the impact of training and the problems encountered by them. The authors tried to assess their social acceptability and the influence of incentives on their decision to start an industrial unit. The observations
include that most of the entrepreneurs enter business to keep themselves busy; majority of the women come from service background; choice of products had not been necessarily feminine. Women face problems while directly dealing with workers and organizing field work. For the women, role conflict is absent. They have no financial problems as they were from well to do cases of families; most of them are unaware of special incentives available to women; and majority invested funds from their own sources without training; no problem by virtue of their being and women do enjoy respect in the society. The study has recommenced the need for professionalisation in women, training publicize schemes meant for women and streamline procedures of availing schemes.

Vinzy\(^\text{16}\) conducted a study on women entrepreneurs of Delhi. The objective was to know the socio-economic background and effectiveness of services rendered by government and voluntary agencies. The conclusions were that women in large numbers from low and middle income groups, with education and moderate experience, entered specific lines of manufacture under small scale industries. The State Bank of India has extended considerable amount of credit to entrepreneurs. The schemes meant for entrepreneurs are commendable. There is a need to regulate the prices of basic raw materials. The units situated in non-conforming areas have faced problems while obtaining license. The study has suggested that the government should pay attention to streamlining the procedure of extending assistance and imparting training in managerial skills. The study has further revealed that while availing support from central and state governments, financial and technical consultancy institutions, women entrepreneurs are subjected to problems. There is a need for a single window approach.

Anna\(^\text{17}\) pointed out that the quest for economic independence and better social status compel women to take up entrepreneurship and be self-employed. Women become aware of their talents and abilities in business and industry. Bedbak\(^\text{18}\) has made an attempt to analyse the development of women entrepreneurship in India. According to him, there are two phases such as entrepreneurship development and support. The author has opined that the reason for slow growth of entrepreneurship is discouraging social factors. The various steps involved in Women Entrepreneurship Development (WED) are: enterprise selection; training and course design; selection of machines and technology; promotional help; and financial and marketing assistance. The conclusion is
that WED brings 84 per cent of marginal workers into the main stream of economic growth. Further, notable results can be achieved by sincere and devoted involvement of agencies under WED.

Pujar has analysed the growth of women entrepreneurs in India. According to the author, industrialization is the only answer for economic development. There is a need for concerted efforts by both men and women. The participation of women is less though they constitute around 50 per cent of the population. Their participation is more in household industries when compared to industry. The problems of Women Entrepreneurs are: lack of need for achievement; absence of risk bearing capacity; lack of education, family involvement, male dominated society; lack of information; and experience. The author has highlighted the fact that there is a need to motivate and organise training programmes for women. It was concluded that beautiful characteristics of spirituality and religious mind are to be preserved while developing intellect in all fields.

Jagadeeswari has interviewed 30 women entrepreneurs who are engaged in the manufacture of food products. The author has observed the problems relating to selection of products, labour, purchase of raw material and storage, procuring orders, marketing and knowledge. She has advocated that the loan sanction process should be streamlined. Women entrepreneurs should adopt door-to-door selling method which may also provide publicity to their products. Financial institutions like IDBI, and APITCO should conduct EDP programmes for the development of women entrepreneurship in the country. Government news channel should provide advertisement space at concessional rates to women entrepreneurs at least in the initial stage. Anna conducted a study on the trend of women entrepreneurship in Kerala state. He has selected 102 women entrepreneurs drawn from various districts in the state. The findings of the study are: women entrepreneurs emerged from varied socioeconomic, educated and cultural backgrounds; and Christian women are more enterprising than their counterparts in other religions.

Indira in her study has examined women entrepreneurs in the slums of Hyderabad and Secunderabad. The author has focused on the problems faced by women entrepreneurs. It was found that women entrepreneurs are generally young or middle aged women, most of them were married and belonged to small families. It has also
revealed that majority of women entrepreneurs seemed to have certain decision-making authority within the family. It showed that there was a dearth of proper guidance and training facilities for self-employed women. Another major problem faced by them was finance. WalshKane and Nelson\textsuperscript{23} analysed the causes for the poor performance of business women. The authors found that the greatest constraints in the path of women’s group business are socio-economic fabric of immediate environment. According to them, success is elusive. This is because of marginal economic climate, inadequate designs, persistent beliefs about appropriate activities and insufficient skills of women entrepreneurs.

Harnarayana Rao\textsuperscript{24} has organised a study on women entrepreneurship. The study reveals that majority of the respondents were from backward communities, illiterates and low literates. Majority of the respondents are in the income bracket of less than Rs. 3,600 per annum. Most of them belong to agriculture and a few are from business families. It was pointed out that poor financial status was found to be critical in the promotion of entrepreneurship. The hindrances in the way of entrepreneurship are lack of cooperation from the family, ignorance of programmes like DWACRA, IRDP, TRYSEM etc, lack of managerial skills, apathy, sense of fear and insecurity and outdated customs and traditions. Regina Papa\textsuperscript{25} has stated that entrepreneurial commitment and technological initiative are low among women. The author has examined the potentialities of engineering students. It was found that women students lack confidence in their abilities and underestimate their role. Both men and women students prefer wage employment and totally ignore entrepreneurship. The sample is drawn from PMT district of Tamilnadu. The study has pointed out that men do not recognize the particular problems of women due to gender discrimination. Lalitha Rani\textsuperscript{26} in her study focused on women entrepreneurs in Visakhapatnam district of Andhra Pradesh. The objectives of the study are to analyze motivational factors, strengths and weaknesses of women. Attempt has also been made to analyse the degree of work, home conflict and performance. The women entrepreneurs are satisfied in spite of hardships in their vocations. Women act as role models to other women in the society.

Srivastav\textsuperscript{27} conducted a study on women entrepreneurs engaged in a variety of traditional business activities. The study has revealed that the women are well equipped
with education and experience. They are highly motivated to do their business so as to gain enhanced economic and social status. The author opines that this is an indication of healthy foundation of small business entrepreneurs with high growth prospects. The study has concluded that suitable and timely infrastructural support would significantly further the contribution of women entrepreneurs to the well being of the economy.

Jyotsna in her study surveyed 200 women entrepreneurs selected from four metropolitan cities of India. The aim was to know the direction and extent of women entrepreneurship during 1970’s. The author has opined that there was a spurt in 1980’s, especially in the later half of the decade. The specific barriers confronted by women entrepreneurs were property in the name of men, segregation of sexes, lack of education, experience, information and biased approach of bankers.

Mishra evaluated the economic independence of women in the state of Orissa. The traditional society was caste oriented. Women of peasant castes were agriculturists, potter women preferred pottery, fisher women fishing, weaver women weaving and spinning and dalit women cleaning the roads. However, in the process of industrialization, modern women displaced women from their occupations. The study has found that the potential of women was marginally utilized despite the availability of incentives. Shaline and Sharma conducted a study on women entrepreneurs of Agra. The objective was to analyze the problems faced by women entrepreneur and to suggest remedial measures thereon. The important suggestion is to provide financial support and evolve a proper policy for the benefit of women entrepreneurs.

Charumati has conducted a SWOT analysis on 50 women entrepreneurs drawn from Tamilnadu. The study has focused on major strengths, weaknesses, opportunities and threats of women. The study has concluded that women entrepreneurs have to overcome minor weakness and threats by utilizing their strengths and opportunities. Sharma has stated that women fear any kind of change. Most women select jobs or careers that are less demanding and have less responsibility. Mental blocks make them reject chances of success, independence, power. The author has suggested that the easiest way to overcome the fear is the business women evolving into what she really is and trying to do things ‘whether she can do it or not. Srinivasan and Srinivasa galu organized a pilot study on 30 women entrepreneurs in Chennai. The enquiry investigated into production and marketing problems and utilization of government assistance. The
author has underlined the need for special treatment by government/financial institutions while extending incentives, subsidies etc to women.

Caputo and Dolinsky\textsuperscript{24} examined the role of finance and human capital of household to pursue self - employment by females. It was reported that business knowledge and cooperation of husband in family matters contribute a lot to pursue business. The author suggested that the government should provide necessary skills to women to ensure rapid growth of entrepreneurship among women. Palanichami\textsuperscript{25} has highlighted the problems and prospects of women entrepreneurs in Pondichery. The growth of women entrepreneurs during 1984 - 98 is examined. The women entrepreneurs constitute a small percentage of those who run SSI units. The department of Science and Technology, Town and Country Planning and the new industrial policy has offered special benefits to women entrepreneurs. The Pondicherry Industrial Promotion, Development and Investment Corporation has evolved a new scheme known as Mahila Udyam Nidhi to help Women Entrepreneurs. In addition, infrastructural facilities, incentives and subsidies available to women entrepreneurs in Pondicherry are reported in the study. Asha\textsuperscript{26}, in her study, tried to bring in various schemes, programmes and subsidies provided by organizations like SIDBI etc, for the promotion of entrepreneurship among women. The author has opined that a holistic approach is required to facilitate women’s participation in business in large numbers and utilize their potential fully for the economic development and balanced growth of the country.

Nalinee\textsuperscript{27} investigated the socio – cultural barriers confronting women entrepreneurs. These include: possible pressure from husband to conform to traditional role; unwillingness to accept her as an independent and equal; family system; pressure of time; own fear; diffidence; guilt and social forces. The author has opined that the women should not feel role conflict and that early socialisation right from childhood plays a crucial role. Family environment, responsibility, participation in decision making and education etc, influence entrepreneurship among women. Choudhary and Sharma\textsuperscript{28} have examined the programmes meant for women entrepreneurs in the country. The programs analysed are Indira Mahila Yojana, Rashtriya Mahila Kosh etc. The authors have opined that there are prospects for rural women entrepreneurs as nationalized banks pay special attention to them. Punitha \textit{et al}\textsuperscript{29} examined the problems and constraints faced by women entrepreneurs in Pondichery. Nearly 120
female entrepreneurs were brought into the sample. Out of these, 42 belonged to rural location and 78 urban. The major problems faced by rural women entrepreneurs are competition from better quality products and related marketing problems. The problems of urban entrepreneurs are apart from the competition from better quality products, difficulty in getting loans. The common problems faced by the both the rural and urban women entrepreneurs are ignorance about schemes, institutions/agencies, distance from market etc.

Medha in her book entitled “Mobilising Women SHG’s through Government and non – government organisations”, tried to ascertain the role of governmental and non – governmental organizations empowering women through SHGs. A total of 160 SHGs were selected from Maharashtra. The study has identified that training and marketing are the major obstacles in the development of SHGs. Many government and non – government organizations help women’s groups to become sustainable and viable. At taluk and district levels, savior centers for marketing of products of SHGs exist in the state. SHGs undertake various business activities. The centers provide enterprise training to members of SHGs. Their products had a market in US. Today, all the members are economically stable, active and successful. The bank of Maharashtra had taken the initiative to market papad, chilly, turmeric powder etc. This study has concluded from the case studies that SHG movement holds the key to sustainable banking that can help the poor. The repayment had motivated banks to facilitate the formation of SHGs. The author has suggested that the field level staff should be well – equipped in nurturing the growth of SHGs. They should not succumb to pressure and act in haste to meet the targets for subsidy.

Chiramani Naik in his study, has stressed the fact that risk is greater for women entrepreneurs since they have the additional problem of being in a male dominated society. This study has also highlighted the benefits of women entrepreneurs. The author has concluded that most of the women entrepreneurs face problems like establishment of showrooms, exposure of product, management of demand and non-availability of skilled labour. Vijaya in her study has focused on the problems and reasons. The reasons as to why many women entrepreneurs are not coming forward to face the risks associated with the field of entrepreneurship. The objectives of the study are to analyse socio-economic background of women entrepreneurs of Visakapatnam
and Hyderabad. The issues covered include role conflict they encountered with, attitudes, aspirations and ambitions. The author has concluded that government and non-government organizations have focused the development of women entrepreneurship and not a signal contributor.

Padma has examined the problems and prospects of successful women entrepreneurs in Uttarakhand. The period of the study is spread over from 1996 to 1999. The author has opined that the advancement of information technology may remove most of the constraints of women entrepreneurs. The author is also of the view that there should be committed efforts to promote women entrepreneurs on a par with their male counterparts. Raj Agrawal has reported that, today, there has been a major change in the way business is carried out. Further, conventional values might not be enough to achieve success. Women play a major role in all activities and there is a need to encourage them to enter into all kinds of business. To prepare them to play the desired role, business schools must prepare management education and entrepreneurship development programmes for women. It is important to keep in mind the unique position of women in the society in general and in families in particular while preparing such training programmes.

Sasikala has organized a study on 40 women entrepreneurs. The study has analyzed the problems faced by women entrepreneurs in Coimbatore city. It has revealed that women entrepreneurs' associations and non-governmental organizations should help the promotion of economic empowerment of women. They should play an active role in the implementation of income generation schemes evolved by central and state governments. The government should help in organising international trade fairs, exhibitions and conferences. Efforts should be made to simplify procedures, formalities, rules, regulations etc. These are essential as women entrepreneurs are required to fill several forms in the matter of registration of firm and seeking assistance, subsidies, concessions, relief, etc. from different departments and government sponsored organizations. Prasad and Verma observed that the sharp growth in women entrepreneurship reveals the fact that most enterprises are owned by women but run by their male counterparts. The authors found that the common motivating factors for women entrepreneurs are desire to be independent, achievement orientation etc. The authors have concluded that the main reason for the non-availability of finance to
women is their inability to provide collaterals as they do not have property in their own name. It was concluded that technological and mental revolution of society is required to change the attitude of society and provide women with democratic entrepreneurial platform.

Anil Kumar has examined the structure of enterprises owned by 450 women entrepreneurs. The sample of respondents is drawn from five northern states of India. The analysis has revealed that there has been a shift in the structure of enterprises owned by women entrepreneurs. Under new economic regime, women entrepreneurs enter into trade and service sector. The author has found that the overwhelming proportion of women entrepreneurs employ five workers and manage business on individual basis. It was concluded that enterprises managed on joint bases are more beneficial to women entrepreneurs. This is so because it helps them in solving various problems faced by them and ultimately leads to economic of scale in their activities.

Shirala Shetti and Rugor have studied the rural, semi urban and urban women entrepreneurs. In their study, the authors have identified the problems confronted by women in terms of capital procurement, unhealthy competition from medium and big entrepreneurs, quality, transport network, production and distribution, pricing of products, cost of production, domination of male family members in decision making, low literacy etc.

Bindu Sridhar has concluded that, in India, women constitute 10 per cent of entrepreneurs. If the present trend continues, it is likely to be 20 per cent in the next five years. Further, certain guidelines aimed at helping women entrepreneurs to cross the typical pit falls that may crop up on their path to success are reported. Srivastav and Syngkon have analyzed the emerging aspects of small scale industries in the East Khasi Hills district of Meghalaya. The study has revealed that more than one fourth of them are women entrepreneurs. Besides, the study has revealed that the SSIs are at the preliminary developing stage in the district and are yet to make a significant contribution to the growth of the economy. Viswanath has analysed the problems faced by the women across the field of business. The author desires that women entrepreneurs should be encouraged by providing adequate training programmes, right from the school level, to make them powerful entrepreneurs. The programme should
include technical exposure. Further, marketing problems were narrated. As a result, the author advocated that market survey should be incorporated in the training programmes.

Masood has opined that in the process of entrepreneurship, women face a number of problems. These problems get doubled because of their dual role as a wage earner and a home maker. In order to promote women entrepreneurship in the country, efforts are to be initiated not only by the government but also financial institutions including banks.

Sankaran organized a study on trends and problems of rural women entrepreneurs in India. The study reveals that, by and large, women confine themselves to home based entrepreneurial activities, petty business and rarely tiny and cottage industries. Indian women still perform traditional roles in houses, agriculture, poultry, dairy, piggery, bee keeping, goat rearing, petty shop keeping, pickle, papad and sauce making and other such value-based economic activities. Male domination, lack of confidence in their strength and inadequate competitive capacity are the major problems of women entrepreneurs. Availability of alternative raw materials and high bargaining cleverness are essential in the modern business world. Moreover, stiff competition and lack of mobility, exploitation of middlemen squeeze the entrepreneurial talent. Owing to poor awareness of the need for modernization, latest technological changes and low level of education, women cannot sustain themselves in enterprises. Finally, lack of knowledge about current scenario, government policies, market trend, lack of financial assistance in the form of incentives, loans, schemes etc. are the major problems they face. The author has advocated that entrepreneurial activities based on better education and training facilities should be provided to poor women entrepreneurs. In order to understand the current requirement, production techniques, market strategy and managerial technique, vocational training should be imparted to new and existing entrepreneurs. Counseling through committed NGOs, psychologists, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.

3.2 International studies

Fay and Williams carried out a research study on 200 branches of four major trading banks operating. The aim was to know the sex discrimination in the bank dealing. Two experimental tests were carried out. The result reveals that both sexes
were found to have an equal chance to obtain a loan but education became an important factor for the female applicants as compared to males. The result supports the widely held perception that women can experience gender discrimination when seeking start-up capital. The authors concluded that such discriminatory behavior is not intentional. The pervasiveness of social construction of different gender roles in western culture is such that it is more likely that discrimination is unconscious.

Hisrich and Brush⁵⁵ state that women entrepreneurs tend to be strong in idea/product generation and in dealing with people while they tend to be weak in finance and business planning. They are of the opinion that continuing education is a must to develop and expand business ideas. Further, the authors felt that time management becomes a problem for women entrepreneurs. The authors have suggested that a school should be established to create an environment that encourages women to learn matters relating to finance and management. Neider⁵⁶ has studied 52 female entrepreneurs in Florida. It is reported that over two-thirds of them were divorced and sacrificed a lot in their personal lives for career success. They are characterised by high need for achievement, autonomy and dominance over others. They are of the opinion that they run their business better than male entrepreneurs.

Taylor⁵⁷ finds that successful entrepreneurs, both male and female, tend to exhibit a special intuitive decision making ability. Further, opined that more than half of the successful entrepreneurs were divorced from their partners when one of them is not involved in the enterprise. Entrepreneurs who are committed to business more than to spouses have a tendency to get divorced. The author has stated five principles for successful entrepreneurship. These include: examining experience at an early age; seeking out and finding rich opportunities; building strong teams of associates; make friends with bankers and suppliers; and learn to understand financial statements. Tovo⁵⁸ presented a picture of micro rural women enterprises in Tanzania. The author finds that formal education does not seem to increase the chances of earning high profits. Only experience, training and extension seem to be associated with higher profits. Stevenson⁵⁹ reports that women entrepreneurship is increasing rapidly all over the world but information and knowledge about women as business owners has been limited. The study has revealed that women owners are greatly influenced by their husbands and families in making a career choice. In addition, women need support of
husbands and families. The author observes that bank officers are unsympathetic to and uncompromising in dealing with business women.

*Sanyang and Huang* have examined the contribution of women's entrepreneurs who want to start up business in Taiwan. Taiwan's general economic situation is gradually stabilizing. The island is displaying in the areas of industry, innovation, research and development, human resources, geography, culture, transportation and communication. In Taiwan, women represent 40 per cent of labour. Women have contributed immensely to the success of small and medium enterprises. Women employers and women own-account workers were steadily increasing over time, suggesting that more women are likely to become entrepreneurs. However, lack of capital is common as women encounter hitches as and when they want to start their own business. Women business owners tend to borrow money from their relatives or friends rather than financial institutions as they are seen to be less credible by male bankers due to social stereotype and male domination in the past such as manufacturing, transportation, communication, finance, insurance and real estate. To overcome these, government has to make relevant policies that would help and empower women to start their enterprises in an enabling business environment. In particular easy access to financial market and export related support are vital for women entrepreneurs to flourish.

4. Need for the study

There are several studies at national and regional levels regarding entrepreneurship. These studies are general in nature and highlighted the need for entrepreneurship, qualities of entrepreneurs, problems confronted, contribution to national income etc. There are a few studies at regional level which highlighted the issues faced by entrepreneurs. The issues concentrated on include employment potential, income generation, asset creation, women entrepreneurs, government measures etc. Firm level studies are few in number, which centered around a particular industry/ product categories. In literature, some studies are found on the problems of entrepreneurs in general and women entrepreneurs in metropolitan cities like Bangalore, Chennai, New Delhi, Kolkata and Mumbai etc. As for as the knowledge, information and understanding of this researcher are concerned, there is no evaluative and empirical study on the problems and prospects of women entrepreneurs in Hyderabad city. Hyderabad is the only mega metropolitan city in the
state of Andhra Pradesh from which the researcher hails. He knows men, matters and material thoroughly in Hyderabad city. Further, due to time, money and other constraints, study area is confined to Hyderabad city only. Therefore, an earnest attempt is made to evaluate the performance, problems and prospects of women entrepreneurs in the city of Hyderabad.

5. Present study

The present study is described in the following pages.

5.1 Objectives

The specific objectives of the study are: to

i. Review the government policy, programme and performance of women entrepreneurs in India;

ii. Examine motivational factors that influence women to become entrepreneurs;

iii. Analyze the performance of select women enterprises;

iv. Evaluate the problems confronted by women entrepreneurs; and

v. Assess the prospects of women enterprises.

5.2. Sample design

The universe of the study is Hyderabad city. The women entrepreneurs are stratified into three categories, namely, manufacturing, trade and service. Of the total women entrepreneurs in the study area, 216 are conveniently brought into the sample frame. The sample consists of 81 manufacturing, 36 trade and 99 service related enterprises. The number of units is limited to 216 due to paucity of time, money and other resources on the part of individual researcher.

5.3. Data collection

The study has made use of both the primary and secondary sources of data. The secondary sources include books, journals, magazines, periodicals, reports, annual action plans, publications of government organizations, pamphlets, handouts, websites etc. The primary data is collected through a questionnaire specially designed for the purpose by personal interview method. The questionnaire was pre tested before canvassing among the respondents. The questionnaire is used to collect
information like background variables, sources of finance, capital investment, use of
labour, consumption of raw materials, marketing, product mix, rebate, concessions,
incentives and tariff availed, problems, future plans, perceptions etc.

5.4. Tools of analysis

The data is processed, tabulated, analyzed and interpreted with the help of
statistical tools like percentages, averages, Pearson's rank correlation, chi-square test,
standard deviation, compound growth rate, scaling technique etc. Wherever possible
and feasible, appropriate graphs, charts and diagrams are drawn to highlight the facts
and figures.

5.5 Scope and limitations

The main theme of research is confined to women entrepreneurs in Hyderabad
city only. Since all the units are under unorganized sector and don't maintain proper
records, recall method is followed to collect the information from the respondents.
There may be recall lapses. However, the researcher has taken all the possible care to
collect the reliable data. Field visits have revealed that some of the units are registered
as women entrepreneurs promoted enterprises in the records of District Industries
Centre for obtaining facilities from various institutions but, in fact are managed by
men. After knowing this, such units were discarded from the sample survey as they
can be considered non-genuine or ghost women enterprises. Some other units were
either closed or on the verge of closure. Hence, such entrepreneurs are reluctant to
part with required information. All such units were deleted from the sample. Even the
216 women entrepreneurs who have responded in a comprehensive manner did have
many doubts about the purpose of the study and the bonafides of the researcher
collecting the data. All these problems had to be overcome through persuasion and
occasionally using the good offices of others such as family members, the husband of
the respondents etc. Lack of interest among women entrepreneurs to respond to the
questionnaire disappointed the investigator many a time. Repeated visits and follow
up with other functionaries of enterprises helped the researcher in gathering relevant
information.

In some of the cases, though women entrepreneurs were involved in managing
the enterprise, it was observed that they are doing it in collaboration with their
husband/family members. In such cases, interviews are held with all the functionaries including husband/family members whoever is more knowledgeable and answered a good number of questions. The coverage of the questionnaire is itself brief and pointed. A few questions, which many could not answer, are deleted from the questionnaire. The responses as understood and presented are tabulated and analyzed. The study has covered a limited number of enterprises from an industrially advanced region.

5.6. Chapter scheme

The report is organized into seven chapters. The first chapter is introductory in nature and deals with the significance of the study, statement of the problem and research design and methodology. The second chapter provides government policy, programme, institutional structure for the growth and development of women entrepreneurs in India. The industrial profile of Hyderabad city and progress of women entrepreneurs is described in the third chapter. The characteristic features of sample women entrepreneurs are provided in chapter four. It also covers the motivational factors that influence women to become entrepreneurs. The fifth chapter assesses the performance of select women run enterprises. The problems and prospects of women entrepreneurs are analyzed in the sixth chapter. The last chapter presents the summary, suggestions and hints for further research in future.
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