Chapter II

Review of Literature
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This Chapter presents a review of literature surveyed for the purpose of the present study in two parts. The first part of the reviews studies on women entrepreneurs conducted abroad. The second part analyses studies on women entrepreneurs in India. Both developed and developing countries of the world have been exhibiting unprecedented interest in the emerging phenomenon of women in business. Empirical findings of some of the important studies conducted abroad on women in business are given below.

INTERNATIONAL STUDIES ON WOMEN ENTREPRENEURS

Dixon (1978) was of the view that neglect of women by the development planners is mainly due to four factors (a) male dominance in decision making in international and national planning agencies, as well as the under representation on non representation of women of these bodies. (b) The invisibility of rural women’s productive activities because of their concentration in the informal sectors of the economy, in the subsistence agricultural sector and in the home. (c) The primitive kind of technology used by women in domestic work and agricultural sector which requires solution in small scale intermediate technology rather than the grand scheme so favored by planners and (d) The powerlessness of the women themselves resulting both from their ability to press for policy changes on their own behalf. The picture has gradually changed. International agencies are turning their attention to the integration of women in development as a strategy for improving economic conditions and promotion of adoption of family planning.
Donnel and Anderson (1978) in their research work analyzed the women entrepreneurs engaged in both traditional and non-traditional fields to determine the variables contributing to women's divisions to enter pioneering fields. Results showed that Pioneers tended more often to home, Mothers who graduated from college, identified positive male influence on choice of college majors and career, and identified role models, career goals and role broadening work experience. Women in both fields did equally well academically and neither of them preferred a home oriented adult life style. In the conclusion he explained that though no clear cut pattern of career choice influences emerged, women in Pioneering fields appeared to have received more psychological support in the formulation of their academic and career plans.

Sextan and Kent (1981) conducted a study comparing the characteristics of women entrepreneurs and executives. The analysis was conducted on 45 Women executives and 48 women entrepreneurs. The results show that women entrepreneurs are well educated and tend to place a slightly higher emphasis on their jobs than their family. For executives, their ability to work was the greatest factor in success, while for entrepreneurs their hard work was more important. Entrepreneurs follow the footsteps of their fathers in business but female executives do not follow their father footsteps. The results indicate that women entrepreneurs and executives tend to be more similar than dissimilar.

Waddell (1983) in a study compared 47 women entrepreneurs, women managers, and women secretaries on six variables. The study revealed that women entrepreneurs were higher than secretaries in achievement motivation, locus of control, and sex role
masculinity. There was no significant difference between entrepreneurs and managers. Women entrepreneurs had more parental models than both managers and secretaries.

❖ Huntley (1985) conducted a case study in which he analyzed the life events and experiences that had influenced women to choose entrepreneurship as a career alternative. Data were collected from 31 ladies and statistical tool was designed and assess the personality characteristics of entrepreneurs. Women who want to be independent have chosen entrepreneurship as their career. Results indicated that the respondents were determined, hard working, and self-confident. In spite of having faced financial hurdles their determination, courage and optimist nature have helped them to overcome their problems.

❖ Naisbitt (1985) recommended in his study that certain products and services present opportunities specifically suited for women. Certain business is always suited for women specifically were concluded in the study. Most women entrepreneurs rely on profit reinvestment and bank loans for current financing. The biggest business problems are lack of adequate time for administrative activities cash flow and personnel.

❖ Chapman (1986) says the historically credit access and terms have discriminated against women on the basis of sex and martial status. It is therefore necessary to get away from this. The way to come out of it is up to date counseling, improving communication among female entrepreneurs, academic commitment in offering management training courses, which would remove the barriers.
Williamson (1986) has taken Joyce Eddy as role model for women entrepreneur. A study was conducted with the purpose of gathering biographical material of a successful women entrepreneur to provide a role model for existing and would be women entrepreneurs. It was found that Joyce's Percentile scores were more like those of general population and that she was successful despite her short comings in regard to personal characteristics and the requirements often equaled with entrepreneurial success. It was concluded that there is no one formula for entrepreneur success.

Hisrich and Brush (1987) in a study on women entrepreneurs conducted in USA observe that a typical women entrepreneur operating an established venture is 46 years old, married, has two children, and has operated her service oriented business for 8 years. She is college educated and has had occupational experience in the service area. She maintains controlling interest in her business which is her first entrepreneurial effort. According to the author if a woman wants to be successful in her business, she must have a good planning between her household work and her profession.

Holmquist and Sundin (1988) in their survey report on “women entrepreneurs in Sweden”. The survey report reveals that the main characteristics of women entrepreneurs as found in their study is diversity. Women entrepreneurs are present everywhere, in almost every business, in every country, with all kinds of marital status, with children or none, aged 19 or 65, the only ever present characteristics is being female.
Kaplan (1988) in her study relating to women entrepreneurs observes that although their orientations and may differ, the vast number of respondents are more concerned with creating employment for themselves rather than developing into entrepreneurs as defined by Drucker, Kanter and others. Like men, women have several reasons for starting a business. Autonomy, challenge, self-confidence etc are often as important as economic factors like finance, marketing and management etc. Women entrepreneurs of younger age are better educated; have better business skills and more likely to plan and set goals; the impact of these factors on business sales growth and profitability is less clear.

Leon.V.Chico (1988) conducted a study at Philippines and arrived at the following conclusions. The women’s role has undergone a significant metamorphosis’s from that of a generation ago. She is still expected to be good mother and loving wife. But the socio economic climate is not preventing her any more from entering into business. The women entrepreneur however still complains of her predicament in living male dominated society and always being compared negatively against her male counterpart. The feeling is that she is first seen as a woman and than as an entrepreneur. Several studies in the Asian context point out that the problem of women entrepreneurs is just that of being a woman.

The study of Xiaoping Tian and Barbara Bird (1989), on the life of women entrepreneurs in their work place and outside, reveals the impact of the value of the women entrepreneurs, their management style, strategies on their operations and the relationship between their satisfaction at work and in the life across different business development stages. Correlation analysis was used to test the relationship between
success and satisfaction as well as work satisfaction and life satisfaction. A two way analysis of variance (ANOVA) was performed to test whether differences in work satisfaction are the same at all the developmental stages for those who have high life satisfaction and those who experience low life satisfaction. The result revealed strong relationship between past experience in the related business and work satisfaction.

❖ Nelson (1991) in his work on “Small business opportunities in Jamaica” revealed that women were concentrated in industry which required the least capital outlay or which was an extension of household activities was. Small scale dress making, garment manufacturing are perfect examples for the above said. Majority of women had encountered gender bias while developing their business. 26% of the respondents were of the opinion that they will be isolated if they exhibited the assertiveness associated with the male entrepreneurs. 30% of the respondent identified advantages to being female. Household responsibility played a significant role in the choice of economic activity among women. Need for specialized training programmes for women in small business, was echoed by respondents.

❖ Ellen Fagan’s and Eric Marcus (1991) conducted a study with two questions. Do women who work in female-headed firms give more weight to feminine characteristics than women who works in firms headed by men?

Do women who work in male-headed firms give more weight to masculine characteristics than women who work in firms headed by women?

To find out answer to the above said questions, sixty-nine women in the age group of 25 to 69 were selected. They were working in both types of organizations. They
were asked to identify the six-role stereotypic personality characteristic found among successful entrepreneurs. The finding of the study revealed that women who worked in female-headed firms gave greater weight age to feminine characteristics than women who worked in firms headed by men and vice versa. The study revealed that the presence of female role models as the head of the firm might influence women's characterization of entrepreneurship. The researcher argues that if women are exposed to entrepreneurship through female role models, it will help to encourage young women to perceive a fit between their sex-role socialized personality characteristics and entrepreneurship.

❖ Prince and Fleming (1991) in their study on minority and women business owners in Colorado, USA, found that women entrepreneurs who completed the Fast Track training programme have been positively affected and will be much more successful in the future because of it. From interviewing the participants it was very evident that graduates have developed growth plans for their businesses and now feel like they have a hedge against failure. Subsequently, their business were converted from ‘high-risk’ ventures to sound ventures.

❖ Mary Johnson Osirin (1991) conducted a case study in Nigeria on Women entrepreneurship which revealed the fact that structural barriers restrict women’s access to capital and training. The women entrepreneurs face serious limitation in operation of their firms in the period of economic adjustment.

❖ Cromie and Birely (1992) conducted a study, to examine the network used by men and women entrepreneurs in Northern Ireland, assuming that the conflict between the domestic and managerial roles of women will inhibit their networking activity, the author pointed out that no adequate database existed in Northern Ireland, so the
author used purposive sample prepared on the basis of local advice and assistance to identify companies to be surveyed. Contrary to the expectations of authors, the research suggested that women contact networks are not particularly narrow; they are also as diverse as those of their male colleagues. Thus women are no more likely to consult family and friends than are men.

Carter and Cannon (1992) in their study on ‘Women as entrepreneurs conducted in Great Britain, found out that the way women approach starting an enterprise is dominated by the stage they have reached in their life cycle, that is, their age and domestic relationship. The study revealed that regardless of their educational and career backgrounds, all had experienced problems in starting and running their enterprises. Women respondents in the study were skeptical about the initiatives of Government for promoting women entrepreneurship.

In Japan and in United States Takeru Ohe, Shuji, Honjo, Yasuko Okada and Koichimiura (1992) conducted cross-gender and cross-cultural comparisons of right sample groups. A survey was administered to female entrepreneurs in Japan and the United States. The analysis revealed distinct dimensions, which characterize the difference between entrepreneurs and managers. The findings reveal US and Japanese Women entrepreneurs had a higher degree of entrepreneurial spirit than their male counter parts, the women entrepreneurs in these countries required a certain minimum personal and corporate difference to overcome the obstacles to become an entrepreneur. The potentials of women entrepreneurs in US compared well with men and women from Japan. The strong personal identities might provide some guidance for the present and future business women in the US and other countries such as Japan.
Olson and Currie (1992) in their study related to personal value systems and business strategies adopted by women entrepreneurs’ state that a business requires well defined effective strategies. Their study investigates the proposed correlation between personal values of female entrepreneurs and their choice of strategies. The author classified strategies into four categories. Defender: stressing quality, better price and limited line of products or services. Reactor: strategy was described as one that always responds to the environment and competition. Prospector: Constantly strives to be first in offering new products or services. Analyzer: strategy was depicted as one that does not attempt to be a market leader, but learn from their mistakes. The study revealed that 40% of the respondents belong to the category of defender, the second one were analyzer and prospectors (20% each). The four-strategy classification was expected to coordinate with a distinct set of personal values held by women entrepreneurs.

Arthur Dolinski, Richard Caputo (1993) studied the growth in Women entrepreneurship over the past two decades. The study examined the possibility of women re-entering, staying and re-entering business by difference in levels of educational attainment. The study also argued that in order to open avenues for finance, governments might encourage lending institutions to provide start-up capital. Lending regulations may be relaxed so that the loans requests of Women entrepreneurship are not turned down, this may encourage less educated women aspiring to be entrepreneurs.

Batra Holly and Bension Rosen (1993) were quoted by Subba Rao, in his EDP series Kaushka. In USA a research study was conducted with banks and financial
institutions historically viewed women entrepreneurs as more doubtful propositions than men. Holly Butner and Benson Rosen found that characteristics normally attributed to successful entrepreneurs were commonly ascribed to men than to women.

❖ Courtney Price and Stuart Morose (1993) found that in U.S. economy minority and women owned business are the emerging growth companies of the 1990s and have the greatest potential in the hottest new markets. As of 1990, 24.4 of the US population were minority and it was predicted that the number would increase to almost 33% by the year 2030, as large companies continued to downsize minority and face loss of job security and economic stability. They have reached the “glass ceiling” and their opportunities of being promoted to executive levels of management were almost non-existent. For these reasons women minorities were starting new ventures at an unprecedented rate numerous studies reveal that these groups are creating new ventures four to six times faster than any other segment in the US society.

❖ Dijkma, Hameke, Van, Dijk, Meine, Pieter (1993) in their joint study interviewed 350 micro-entrepreneurs, all female, in the African nation of Burkina Faso states. The study revealed the fact that female entrepreneurs lack access to the markets, and encounter problems in trying to cross barriers in education and skill training.

❖ Robert Hisrich and Gyula Fuldop (1993) in their study related to women entrepreneurs of Hungary revealed that most of the women entrepreneurs in their sample were married. The majority came from the middle or lower middle social class. The women entrepreneurs were highly educated compared to women in the general public. These women formed their new ventures mainly due to interest in the
area of business or due to job frustration. The companies were generally small by
U.S. standards, yet medium size by Hungarian standards typically employing 5-9
individuals and having revenues less than $99,999. The new ventures created were
from a wide variety of areas including retail, advertising, consulting, manufacturing, accounting, training and education.

❖ Dolinski (1994) in a comparative study on entry and stayer status difference of black
and white business women indicate that the pattern of white self employment rates
reflected that of the total population over the study period. The black women
entrepreneurs' ratio did not show any improvement over years. The author
recommended that one solution for increasing the probability of Blacks entering
entrepreneurship would be for the government to increase the opportunities and
provide additional facilities.

❖ A research conducted on „women entrepreneur in a poverty ridden society“ by
Nazma Arahussain (1994) explains the constraints faced by women entrepreneurs in
relation to their characteristics and the model for success in entrepreneurship. It is
suggested that support agencies should be staffed with lady workers in order to create
a congenial climate for women entrepreneurs.

❖ Madhulika Kaushik (1994) conducted a research study entitled „Entrepreneurial
Competencies and Gender wise Variations“. The study discussed the concept of
entrepreneurial competencies. The findings indicate conclusively that on the whole
successful female entrepreneurs are significantly different from unsuccessful female
entrepreneurs. Gender may therefore not be a determinant of competency levels.
Avori Thelma (1995) analyzed an important study related with the topic on training issues regarding women in micro and small enterprises in Africa. The study revealed that systematic entrepreneurial training for women is still at its infancy in the continent. However women are segregated into three types, training for low income women, training for women who are already entrepreneurs and training for the trainers.

Klein (1995) in her work on 'Returning to work', Challenge for women states that problems of compatibility between professional and private life are usually determine the women entrepreneurs. Women give first choice to their family obligations than their career.

Maryellen Kelly (1996) made a study on “Steps to success: A business management Programmes”, co-sponsored by the small business administration and the Greater Pittsburgh Chapter of the National Association of Women Business Owners and offered through college’s continuing education division. The college faculty members designed a curriculum to provide insights and tools to prospective or current business owners into write business plans. 107 students were worked during four (1994 to 1995) academic years in rotations. The study is based on programmes administrators, and survey data completed by the Programme participants. Three participating organizations were outlined for this training programmes and its strategic fit. The curriculum components also were outlined and the original investments in this programmes described. Selected components of the survey data completed by 41 participants were reviewed for information on participant profiles, their prior training and their major reasons for selecting the programmes. Teaching insights and recommendations were also included.

33
Candia Brush and Barbara Bird (1996) explored the content of leadership vision of 60 successful women entrepreneurs they examined the relationship of personal and company characteristics and compared these findings to results from a previous study of entrepreneur that employed the same survey instrument. Sample of 225 successful women entrepreneurs were identified from publicly available sources. Success was defined as an appearance on media listing such as working women magazines, Top 50 women entrepreneurs or similar regional or city published list. These women were given a short four-page questionnaire that included 26 items scale of vision. Candida Brush and Barbara Bird adopted measures of personal characteristics from previous work. Data was collected and descriptive statistics factor analysis, and correlations were applied on this data. The study reveals that the dimensions of the vision of successful women entrepreneurs can be characterized by innovative realism, in particular flexibility, innovation, action oriented integration charging and inspirational.

Deborahair Good and Larry Mielnicki (1996) in their study analyzed the creditworthiness and comparative financial strength of women owned business. Women owned business had a marked impact on the national economy. Yet women continued to face difficulties with financial institutions. Three indices were used to analyze the data namely index of financial stress, index is a measure of standard credit, and as final index is a dollar weighted numerical score indicating the firms payment performance. The study provided empirical data for use, by public policy maker's women's group and financial institution.
The sample taken by Kathleen and Nancy Carter (1996) for their research consisted of 1,400 women business owners who responded to 1994 National Association of Women Business owners, survey of their membership. In their research over many years they have helped to understand the nature of women entrepreneurship, their businesses and how they may differ from their male counter-parts in terms of characteristics experience, skills, motivation and intent. Stepwise logistic regression analysis was used for interpretation of the collected data. The results revealed that having capital to grow and expand the business operations, preferably through commercial business loans and private sources, in additions to a personal banking relationship and a focus on profit and growth, contribute significantly to the high performance of women entrepreneur.

The findings of this study contribute to a more complex understanding of women business owners and provide new information on the interaction of the growing segment of women creating high growth companies, often in non-typical industries on the policy level.

Robert D. Hisrich, Mattie Koiranen, and Kimmo Hyrsky (1996) in their study analyzed how women entrepreneur differ from men entrepreneurs. A survey was conducted with 267 women and 360 men respondents from Northern Europe, the United Kingdom, Ireland, US and Australia completed a survey instrument comprised of 60 variables. Descriptive statistics, such as means metaphorical expressions, standard deviation and tabulations and a t-test to explore the similarities and differences between the women and men respondents were used in the analysis. The 5 factors delineated were,
1. Work commitment and energy
2. Economic Values and results
3. Opportunism and Innovativeness
4. Hunger of success
5. Empathy and willingness to serve

Women's factors scores in the first three dimensions were more positive than men's. The result suggested that women perceive the concepts related to entrepreneurship and in many respects women are more positive than men.

❖ Afreen Huq and Pat Richard's (1997) in their study revealed that in the industrialized countries Women entrepreneurs have emerged largely from the educated commercially, experienced segments of the female population. But in the developing the same category of women entrepreneurs in business received little attention from the government and researchers. The work of the author so concentrated at business ownership as an economic option for middle income educated urban Women entrepreneurs in Bangladesh. So in the study it was revealed that Women entrepreneurs have background resources, supporters, networks and experience conducive to successful development of their business.

❖ Robert Hisrich and Candida Brush (1997) established that entrepreneurial ventures are of increasing importance to US economy in their study. They made a comprehensive investigation of factors influencing performances, and analyses these for similarities and differences by gender. Two contrasting theoretical views provide foundation for this research. That is “Social feminism” and “Liberal Feminism”
(Fisher, Reuber and Dyke, 1993; Carter, 1995). A cross sectional national survey of 3000 men and women entrepreneurs provided the data set for investigation by the authors. These businesses were identified based on two major dimensions—function and gender image. Analysis showed that demographics of men and Women entrepreneurs were similar in terms of age, education, and marital status. The study contributed to theory development by providing insights on the extent to which Liberal or Social feminist views apply in the context of entrepreneurship.

❖ Zapalska (1997) in her study of women entrepreneurs in three biggest urban centers in Poland found that the types of business established by the women entrepreneurs varied widely. The majority of women entrepreneurs were involved in business related to personal, computers consulting, sales and advertising, product innovation or modification were to notable business. Most of the business was relatively new. 50% of the women entrepreneur had been in operation for 4 years or less. The female respondents believed that they started their enterprise only with the help of their previous experience. The production innovations most frequently initiated by women entrepreneurs were technological innovations, new techniques of production new product markets etc.

❖ Sharon Alvarez and Dale Meyer (1998) revealed that as we look forward to the beginning of a new century, it is clear that the demographic characteristics of entrepreneurs are changing. Women are making their presence known as entrepreneurs and business owners. A significant trend in U.S. economy has been the recognition of growth of women owned business within the past two decades. A pilot study was conducted. Data was collected from thirty women entrepreneurs who attended EDP to start their own business. Following questions were included in the
survey: levels of education, relatedness of education, previous business experience, whether the parents had been a small business owner, and if parental business experience had any effect on ownership preferences. The area selected for the survey were home sales, coffee shops, beauty Parlours, publishing, high technology, law, construction, manufacturing, product design and service industry.

The questionnaire was modified and administered to 50 women attending local chamber of commerce class on small business owners. The result of the study revealed companies owned and managed by women continue to grow and succeed. Women business owners appear to be highly educated and could obtain employment elsewhere. Women entrepreneurs start their own business not because they lack business options but because they have high levels of skills. The author suggested that the skill alone is not sufficient. The training Programme for women entrepreneurs should be more sophisticated than what are currently available.

Miroslav Glas and Tea Petrin (1998) analyzed the career choice of Women in Slovenia. A comparative study of both men and Women entrepreneurs in financial performance of small companies was conducted. The authors analyzed the performance using the motivational factors such as age, marital status, education and work experience of women. The results of the research revealed that more women are in service business than men. Women managed business are comparatively smaller and they export less than men in business. According to the author with respect to age, marital status, number of children educational level etc., of Slovene Women entrepreneurs did not differ significantly from those in developed countries.
INDIAN STUDIES ON WOMEN ENTREPRENEURS

❖ Promila Kapur in her work (1974) studied about women office workers and women in unusual professions and occupation. The study revealed the impact of a married women’s employment on their marital and family relationships and identifies the factors affecting marital harmony. The study suggested measures to improve the status of women to achieve marital harmony.

❖ Jamnli Bajaj Institute of Management Studies, Bombay (1976) conducted a study to analyze the social and business implication of women managers entering business in India. Women entrepreneurs who are managers at the highest levels of their business have been covered under the study. In another study, “JBIMS” analyzed the extent of participation, acceptance by the managerial environment and effect of family responsibilities, besides problems faced by women entrepreneurs.

❖ Lalitha Devi (1982) has done an analysis of the status of women in the family, in her office and in the society. She has tried to express that employment of women per se as against age, education family type and place of residence, plays a crucial role in raising the status of women.

❖ Surti and Sarupriya studied the psychological factors affecting Women entrepreneurs (1983). They analyzed the role of stress experienced, the effect of demographic variables such as martial status and type of family on stress and how the Women entrepreneurs manage stress. Respondents were selected from Women entrepreneurs who had completed two years of entrepreneurial experience. The analysis’s results indicated that unmarried women experienced less stress than married women. Ladies from joint family experience less stress than women from nuclear families. External
locus of control was significantly related to role stress and fear of success was related
to result inadequacy and role inadequacy of dimension of stress. Many respondents
used intra persistent copying style that is taking action to solve problem avoidance
oriented coping style. That were more common than approach oriented styles of
coping.

❖ Mohiuddin (1983) made an attempt to analyse the entrepreneurship development
among women. He reasoned out that women became entrepreneurs due to their
economic needs, as a challenge to satisfy some of their personality needs, utilizing
their knowledge gained, continuing family occupation, and leisure time activity.

❖ Huntley (1985) conducted a case study in which he analyzed the life events and
experiences that had influenced women to choose entrepreneurship as a career
alternative. Data was collected from 31 ladies and statistical tool was designed to
assess the personality characteristics of entrepreneurs. Women who want to be
independent have chosen entrepreneurship as their career. Results indicated that the
respondents were determined, hard working, and self-confident. In spite of having
faced financial hurdles their determination, courage and optimist nature helped them
to overcome their problems.

❖ Singh and Sengupta (1985) conducted a research work on Women entrepreneurs who
were attending EDP held at Delhi in 1983 organized by NIESBUD, FICCI and a few
other agencies. 45 women were selected for study. The analysis showed and 49% of
women were in the age range of 21-30 years, 40% in the 31-40 years, and the
remaining 11% in the age group of 41-50. The study revealed that 24.4% were
matriculates and only 6.7% had professional qualification. 75.5% were married
women and 24.5% were unmarried. The analysis revealed the following reasons for becoming an entrepreneur. The prime motive was to earn money (I rank); to keep busy (II rank); fulfillment of ambition (III rank); to be independent (IV rank); giving employment to others (V Rank); etc. They concluded that the profile of Women entrepreneurs was not dominated by either education or lack of it or any other characteristics

❖ Patel (1986) presented a research paper and advocates that we must strive to identify the constraints and limitations, which prevent a large number of potential women entrepreneurs from entering business, and become successful. He cautions that since the socio economic environment is slow process one should be careful not to make over ambitious plans to develop women as entrepreneurs. The finding shows that young and unmarried women have been less suitable for entrepreneurial activity as the course of their future was not decided. Due to lack of market exposure, insufficient industrial awareness and low mobility, women take a long time to prepare a project. This hidden her in approaching financial institutions.

❖ Rani (1986) in her study on “Potential Women entrepreneurs “revealed that a desire to do something independently was the most important motivating factor to start business activity amongst the sample respondents. The author found that in her sample the women were capable of taking independent decisions and entering into entrepreneurial areas was their own choice. Education and income background of family did not influence the Women entrepreneurs among the sample respondents

❖ Singh, Sehgal, Tinani and Sengupta (1986) analyzed the successful women entrepreneurs, examined their identity, expectations, motivations, types of problems
encountered by them to reach the level of success and the operational problems they were facing. 60 successful women in and around Delhi were taken for sample study. Homogeneous sampling techniques was applied and the respondents were administered a questionnaire devised by the investigators. The descriptive analysis indicated that there was quite a large variation in age, educational qualification, marital status and type of family, age of children and occupation of family members of these successful women entrepreneurs.

❖ Shah (1987) scrutinized 300 women application forms who undertook an entrepreneurship development programmes organized by NISBUD at Delhi. With the help of their applications he analyzed a demographic profile of target groups of Women entrepreneurs to find out their motivation and their behavioral pattern. After this 60 women trainees who later became entrepreneurs, were assessed by personal interviews, appreciations test etc. The sample comprised Women entrepreneurs of various categories.

The analysis revealed that 82% women in low-income group and 25% of middle-income groups became entrepreneurs due to economic needs. 50% women in all groups expressed husbands and family’s interest and support. 60% of the housewives expressed the availability of free time and finance.

❖ Vinze (1987) in a study presented an empirical and first hand report about the perception of prospects and future of the enterprise of 50 women entrepreneurs of Delhi and also their involvement in the enterprise and its effects on family life. Entrepreneurs engaged in telephone booth; knitting, embroidery etc reported that they
did not employ labor but their family members helped them. All women on becoming entrepreneurs felt economically secure and independent. The conclusion drawn were that though these women entrepreneurs faced problems with regard to their industry and were striving hard to expand their business by and large they were happy with their present position.

❖ Seth (1988) conducted a research study with a sample which comprised of 20 women entrepreneurs, who were running their own factories in Delhi and senior doctors from Safdarjung Hospital Delhi. His idea was to explore some psychological characteristics of Indian women Entrepreneurs and Vis a visa. Thematic and apperception test (TAT) was conducted to analyse the women. The study found that the women entrepreneurs as compared to their non-entrepreneurial peers were found to possess better cognitive qualities in terms of level of organization and imagination, whereas non-entrepreneurs were found to have more general intelligence than their entrepreneurial peers. The conclusion drawn from the findings of the studies was that women entrepreneurs differ significantly from their non-entrepreneurs peers in personality characteristics, self concept and sex role orientation

❖ Azard (1989) in his research work on “Development of entrepreneurship among Indian women” expressed that there is a need to understand the psychological character of Women entrepreneurs. He was of the view that lack of theoretical understanding of these characteristics creates a severe gapping which if not properly bridged may result in faulty programmes for the development of Women entrepreneurs. His study reveals that the following psychosocial factors are impediments to the growth of Women entrepreneurs. They are discriminating
treatment from the society, lack of confidence, poor self image, faulty socialization, lack of encouragement from the family, role conflict, confining to home only, traditional ideology and cultural values. The author advocates the necessity of creating a congenial entrepreneurial climate, which motivates, encourages and facilitates individual and group movement to take up entrepreneurial activity.

Mr. Pillai (1989) conducted a pilot study of Women entrepreneurs in Kerala. The study revealed that most of the Women entrepreneurs in the state had proper education and access to capital. The motivational factors among the women are very high. Most of the Women entrepreneurs did not possess business experience and technical knowledge. But because of the encouragement which they received from their husbands, relatives, from Mahila Sangam and other similar organizations they were able to become entrepreneurs. Women entrepreneurs had plans for expansion and diversification of their enterprises. However no Woman entrepreneur was moving from traditional areas to the areas involving the use of science and technology in Kerala.

Savita Singal, and Kamala Srinivsan, (1989) made an attempt to analyze the constraints, felt needs and preferences of rural women. The author undertook the study to bring out the constraints inhabiting the participation of rural women in self-employment activities and areas of preference for self-employment of rural women. The study was conducted in a village of Hisar district in Haryana. Multistage random sampling design was used for the selection of the respondents, treating selection of block as first stage, selection of village as second stage and selection of respondents as the final stage. Accordingly a sample of 78 respondents from nuclear families was
selected for the study. The responses to the most preferred choice of women revealed that stitching group that is stitching of clothes, knitting, embroidery, weaving and fabric painting occupied the highest position. The second most preferred activity was dairy keeping and home based cottage industries in this area.

❖ Dr. N.C. Pillai and Anna (1990) in their study discussed the pressing factors, which led women entrepreneurs to the industry. Their conclusions revealed the fact that an independent economic status, a desire to earn money, encouragement of the family as the most important factors facilitating entrepreneurship.

❖ Ms. Hina Shah and D.D. Bhuptani (1990) did an analysis on how whether women entrepreneurs were different from others? A sample of 300 WED trained women entrepreneurs of Gujarat belonging to three target groups were selected for the study (high, middle, low income group women). Their study revealed the fact that economic independence combined with the challenge of doing something of their own were the prime motivating factors. Better-educated women come out as successful entrepreneurs at a faster rate. Most of the women entrepreneurs has entrepreneurial abilities that developed considerably as a result of training.

❖ Anna.V (1990) in her study analyzed community, education and economic status of the women entrepreneurs in Kerala. The study was conducted with primary data from 102 women entrepreneurs selected on a random basis, from all the 14 district of the state. The study reported that industrial entrepreneurship among the women in Kerala had emerged from varied socio economic, educational and cultural backgrounds. According to the analyses Christian women were better educated and more enterprising than their counterparts in other communities. Entrepreneurship among
Brahmin women was low. The special assistance extended to women entrepreneurs by the government agencies instilled entrepreneurial spirit among women especially among educated women. But the preference of the salaried job to business by 30% of women entrepreneurs revealed that they lacked true entrepreneurial spirit.

- Shah (1990) conducted a study on three target groups (sample 100 each) of women entrepreneurs of middle and upper, middle income groups, having science and technology as their educational background. The motive to become entrepreneur was summarized into five major responses that is economic needs or pressures, utilization of own experience and education, husbands' interest availability of free time and support; availability of free time and finance and desire to become independent and personal ego satisfaction (of doing something on her own). The better-educated women entrepreneurs came out as successful entrepreneurs at a faster rate and that too easily as they could avail the facilities better compared to uneducated women.

- Gladys L. Symons (1990) expressed his opinion that the feature of foreign female entrepreneurs is entirely different from the female entrepreneurs of India. In France and Canada women assumes entrepreneurial role either as heirs or founders. Not happy with their bosses. They start their own businesses Gladys underlines in the study that the male model of entrepreneurial development is not entirely applicable to women’s working lives.

- Ms. Gloria Daya Samuel (1991) brought light in examining the managerial efficiency of Women entrepreneurs in food processing industrial units of Madurai District in Tamil Nadu. All entrepreneurs had a capital investment of less than 20000. The t Test revealed that there was no significant difference in the managerial performance in
terms of profit of male and female entrepreneurship. The study revealed the impact of socio cultural variables on managerial performance; it also indicated that there was a positive correlation between age and managerial performance, time allocation and managerial performance. But there was negative correlation between educational level and managerial performances.

❖ Ms. Sunanda Eswaran (1991) brought in her study that the primary motive for engaging in some economically gainful activity by women entrepreneurs are (a) a desire for gainful time structuring (b) making money to support the family. Most women opt for business than job because of flexibility of time. She further revealed that decision making of women entrepreneurs are mainly influenced by family members and funding agencies.

❖ Rathore and Chhabra (1991) in their work promotion of women entrepreneurship training strategies explained that women find it very difficult to adjust themselves to the dual role that they have to play as traditional housewives and compete with men in the industry. Workingwomen are tortured between their household work and office, so they are not able to concentrate either at home or in their career.

❖ Rao (1991) worked on” Promotion of Women entrepreneurship” in India. In his work he revealed the fact that the economic backwardness, lack of family and community support, ignorance of opportunities, lack of motivation, shyness and inhibitions, preference for traditional occupation and preference for secure jobs as the factors that inhibit promotion of entrepreneurs among the rural women.

factor but a host of motivating factors act simultaneously on individual Women entrepreneurs. Women faced problems in the area of marketing of their products and approaching the financial institutions for loans. The study brought out personal problems like time constraint and family stress. The study concluded that joint family system is a motivating factor for Women entrepreneurs.

Harinarayana Rao (1991) conducted a study at Anantapur district in Andhra Pradesh. The analysis was conducted by District Industrial Center of Anantapur during 1988–89. Simple random sampling method was adopted for conducting field investigation. The investigator collected the required information by using a structured schedule. 81 rural women entrepreneurs were selected for the study. They were asked to rank seven variables such as lack of motivation, economic backwardness, ignorance of opportunities, lack of family and community support, preference for traditional occupation, shyness and inhibition and preference for secure tops. The majority of the women was illiterates and belongs to backward or Schedule Caste & Schedule Tribes income levels of the women were very low and lack of co-operation from the family and society kept them away from the mainstream of entrepreneur. Because of illiteracy the rural women were not aware of government programmes. The study concludes with a few suggestions for the speedy promotion and development of grass-root entrepreneurship among rural women.

Dr. Kamala Singh (1991) in her study of Haryana state women entrepreneurs revealed that majority of women opted for trading type of enterprise, but recently their interest in the manufacturing and servicing sector was also increasing. Most of the women entrepreneurs had high motivational and value orientation, they had
medium level of job satisfaction, took independent entrepreneurial decision, belonged to nuclear and small families with high level of education with services as their main occupation. In the study she highlighted self motivation as the dominating source for majority of respondents followed by locality source amongst which husbands and family members were the main sources.

❖ Lalitha Ayer (1991) worked on AWAKE (Association of women Entrepreneurs of Karnataka) as an illustration case to analyze the struggles of women entrepreneurs. The study discusses the conflict between domestic and entrepreneurial roles, conditioning by social customs and psychological dependency syndrome and women’s attitudes towards money matters. The study dwells upon some of the strategies of AWAKE to bridge certain gap. These include Entrepreneurial Development Programme for women, influencing policy matters, networking, technology adaptation and accessibility of the resources services such as business counseling management clinic, peer group network peer group support and awards for entrepreneurial performance by the catalyst these would motivate and support entrepreneurship among women.

❖ Ajit Kanitkar and Nalinicontractor (1992) in their book “In search of Identity of the Women Entrepreneurs of India”, highlighted Women Entrepreneurial ventures in India. The sample consisted of 45 women entrepreneur from nine states and one union territory across four division of the country, selected out of an original list of 100 potential respondents for study. The author’s evaluation of human identity is essentially a psychological process. Its study involves a qualitative analysis of life experiences, fears, as well as the sources of sustenance and inspiration to deal with
the various challenges the respondents face. The demographic analysis of the case data and briefly analyses the women's responses to the problems of raising money, dealing with bureaucracy, locating the business, managing employees and other aspects of operations, and expanding the boundary relations.

❖ Deka, Phani and Baruah (1992) in their book a study of North Eastern Region have presented their findings based on a sample survey of 120 women entrepreneurs. The study revealed that shyness was one of the challenges faced by women entrepreneurs. Another major challenge relates to assumed responsibilities about their families and self. Women in this part of the community feel they are mainly responsible for all kinds of household work. Some of the women entrepreneurs still behave so.

❖ Harper (1992) in her study of poor communities in Orissa has developed a hypothesis about the social and academic determinants that motivate women to cross the no income category to generate small income through self-employment. According to the author lack exposure is the major barrier for women to start or expand her business.

❖ Kamala Singh (1992) adopted for lack of expansion a case study methodology for better insight into the linkages and communication pattern of women entrepreneurs and supporting agencies. The total study is thus based on analysis – synthesis criterion. The author defines a women entrepreneur as a confident, innovative and creative woman capable of achieving economic independence individually. The empirical study revealed that most of the women entrepreneurs were young graduates, possessing a medium level of knowledge but with high motivation and value orientation. Lot of factors relating to linkage and communication with entrepreneurial
sub-system variables were tested with the use of sophisticated and more reliable statistical techniques. The findings concluded that efficient linkage and better communication will increase the efficiency of women entrepreneur.

❖ Singh (1993) in her study on ‘Women Entrepreneurs Their Profile and Motivation’ revealed that the factors influencing entrepreneurial manifestation of women do not have any difference from those affecting men. The researcher advocates that gender specific concessions should not be given in any area as they may lead to many such misuses without having any positive impact on women entrepreneurs. The researcher finds that several women were willing to become entrepreneurs due to ‘Pull factor’ and ‘Push factors’.

❖ Jothi and Prasad (1993) in their research work “A profile of potential rural women entrepreneurs” attempted to derive accurate profile of entrepreneurial base among women of rural India. The study aimed at: determining the characteristics of potential women entrepreneurs of rural India; 30 women who belonged to Tadikonda district in Guntur were taken as sample for the study. The finding of the study revealed a striking difference in the educational background of women entrepreneurs in general and other women belonging to rural India. The respondents of this study were found to have limited education, and social factors like caste community and religion were found strongly to influence the growth of entrepreneurship. Most of the Women entrepreneurs were from nuclear families. 80% of the women were from lower income groups with annual income below Rs.20,000. 70% of the Women entrepreneurs had an idea of their proposed projects. The majority of the respondent’s perceived EDP training as prerequisite for getting finance.
Anju Deepak (1993) presented an empirical study "Value orientations among women entrepreneurs". Anju selected 50 women entrepreneurs who have been in the field for a minimum period of three years. 50% of the women were in manufacturing category; the five most common type of business being leather, garments, printing press, engineering goods, and cane furniture. 20% of the women were selling their services like interior designing, management and placement consultancy, nursery school etc. The results of the study are divided into two areas, namely background characteristics and value orientations. Women entrepreneurs varied in terms of their age, caste, birth order, education, martial status, and number of children, socio economic status and twenty-one important values in life. The study revealed that women entrepreneur's high expectancies were for values in like ability utilization achievement, personal growth and creativity. The study indicated that the women entrepreneurs with intrinsic work value orientation appeared to have greater job satisfaction and productivity. Women entrepreneurs as expected had high people oriented value. It was also found that Women entrepreneurs held low expectations to value like economic security variety, social interaction and risk taking. The author recommended that it is important to consider these values in designing the entrepreneurial development programmes for women.

Dr. Anjali Mehta (1993) has given the profile of women entrepreneurs of Ahamadabad in Gujarat. Her study revealed that the women entrepreneurs appreciated the training programmes conducted by CED. But the same study brought out the problems faced by women entrepreneurs, like mountainous paper work, inability of women to operate freely in male-dominated business world etc.
Kirve and Kanitkar (1993) in their study discussed the experience of Pune based Non Governmental Organization. The study revealed that awareness building was extremely useful in building self confidence among the trainees. The author concluded that not only the NGO's but entrepreneurship development agencies need to get involved in income-generating activities. Nothing else would serve the cause of entrepreneurial development in the rural India.

Kaur and Prashar (1993) in their study revealed that entrepreneurship among rural women dwell upon the problems being faced by them. The problems are listed by the other as conservative attitudes of the community, religious and social attitudes, lack of self confidence, male dominance, health problems, and lack of proper infrastructural facilities, marketing problem, lack of adequate finance and lack of awareness about government schemes ect. The Women entrepreneurs who had bad experience in their business discouraged the budding rural Women entrepreneurs

Venkatapathy (1993) revealed in his study related to ‘Entrepreneurship Development among Women’ that urban-based educated women enter into business/industry than women with semi urban or rural background. He suggested in his study that it is better to incorporate entrepreneurial development as a cocurriculam programmes in various academic programmes.

The study of Nigam Shalini (1994), titled “Women entrepreneurs: profile, problems, and prospects in India: A review analysis”, adopted using questionnaire method. 250 respondents were collected for the studies were tried but only 73 responded to the questionnaire. The objectives of the study were: to understand the profile of Women entrepreneurs to identify different variables operating in the commercial environment
of Women entrepreneurs; to workout correlation between various dependent and independent variables; to assess and ascertain the use of communication media sources and training needs of Women entrepreneurs in relation to implementation of the commercial enterprises; to analyze and critically examine the problems faced by the Women entrepreneurs; to suggest different remedial measures in helping and accelerating Women entrepreneurs. The Women entrepreneurs suggested provisions for better education, more training institutions, and guidance cells for women.

❖ Sethi (1994) in her study on Women entrepreneurs in India revealed that economic compulsion, education, work experience and urbanization as the cumulative forces which have given an encouragement to Women entrepreneurship. The author was of the opinion that availability of credit decides the other constraints in regulatory, technical, marketing and inputs. The author feels that insufficient initial capital as the most common cause for the early failure of Women entrepreneurs. The study reveals that majority of Women entrepreneurs heavily depend on their own funds for initial venture start up, and they start only small units. Depending on their limited personal investment, they are by and large affected by the market fluctuations. They are compelled to start tiny industry using outdated technology. The location of the industry of the Women entrepreneurs mostly is not of their choice due to their responsibility towards their family.

❖ R.M. Srivastava (1994) conducted an empirical study on emerging profile of small women entrepreneurs-cum-mangers in India. Many women in traditional business activities were equipped with education and experience and are highly motivated to their business independently. They also face challenges in business. They gain
economic status social status because they are successful women entrepreneurs. The author suggested that given timely and suitable infrastructure support by the government and its various agencies, small women entrepreneurs can significantly contribute to the upliftment of Indian economy.

❖ Madhavi. C.V (1994) in her elaborate research study on “Women Entrepreneurs in Transition” identified five transitions in women entrepreneurs based on analysis of 150 cases of women entrepreneurs in India despite predicting the future trends.

❖ Tulasi (1995) etc al in their work on “Enterprising women”: a case study revealed that so far women entrepreneurs have been choosing traditional industries like dress making, embroidery, knitting, pickle making, etc. But now women are entering into non-traditional business like electronics, engineering, other industries, service and the like. An independent investigation was conducted with sample respondents. Researcher identified the factors that encouraged them to enter into the field of entrepreneurship and develop their enterprise, as well as face the problems they encounter during the setting up and development of enterprises. Factors which influence a successful launch and management of their business and family background, family support, and encouragement, independent decision making, and acquisition of relevant knowledge, skills, disciplined approach, customer’s satisfaction and self-confidence.

❖ Dr. Hemalatha Patil (1996) in her study explained about the diary farming and the role of Women entrepreneurs in its development. She had taken 60 selected Women entrepreneurs of 12 villages of Dharwad and Kolar districts for the study. The work revealed that there are non-significant relationship between milk yield and labour
used. Along with the milk and milk products Women entrepreneurs in this business sell cow dung also. It was revealed that the total earnings of the Women entrepreneurs include selling of cow dung also. In the district of Dharwad Women entrepreneurs total earning by selling cow dung is to the tune of Rs.1680/year but at the same time in Kolar district none of the Women entrepreneurs made use of the cow dung.(they were not aware) In order to find out the profit level of the Women entrepreneurs in dairy farming another study was under taken with 120 women dairy farmers of SHGs The SHGs are able to reap higher profit mainly because of improved farm management practices and easy credit facilities. The field study reveals that about 70% of women dairy farmers under SHGs own more than two milchy animals resulting in sustainable income.

The sample taken by Kathleen and Nancy Carter (1996) for their research consisted of 1,400 women business owners who responded to National Association of Women Business owners (1994), survey of their membership. In their research over many years have helped to understand the nature of women entrepreneurship, their businesses and how they may differ from their male counter parts in terms of characteristics experience, skills, motivation and intent. Stepwise logistic regression analysis was used for interpretation of the collected data. The results revealed that having capital to grow and expand the business operations, preferably through commercial business loans and private sources, in additions to a personal banking relationship and a focus on profit and growth, contribute significantly to the high performance of women entrepreneur.
The findings of this study contribute to a more complex understanding of women business owners and provide new information on the interaction of the growing segment of women creating high growth companies, often in non-typical industries on the policy level.

- Nair (1996) in his analysis on entrepreneurship training for women in the Indian rural sector: A review of approaches and strategies found out that initiatives in terms of increasing both intellectual and physical resources devoted to the cause of research and action in the field of women's study are policy induced. The author recommended to follow the groups approach as it has been found to be most effective to bring the deprived women together. The author placed his criticisms for integration of gender as a critical parameter in policies and programmes devised in government as well as non-government.

- Charumati (1997) attempted to perform SWOT analysis on women entrepreneurs with 50 samples in Tamilnadu. The study focused on the major strengths, weakness, opportunities and threats of these women. The study concluded that there is a positive indication that women entrepreneurs were confident of overcoming the minor weakness and threats, major strengths and opportunities that they possess.

- Khan (1997) in his study on women entrepreneurship recommended that self-exploration needs to be introduced in the first stage of training period to help. Potential women entrepreneurs imbibe entrepreneurial identity. Another idea of importance is social responsibility, which should form an integral part of any training module on entrepreneurship capacity building; this could be founded through motivation and leadership training.
Chaudhary et al. (1997) In their work on “Banks and women’s enterprise development” revealed that in India and in U.K.’s commercial banks are the major source of finance for small firms. 30% share of women entrepreneur are in the small business in UK and it will continue to grow due to some external factors like improvement in technology, new communication means, improvement in child care and greater security in partner’s employment prospects. Inspite of various women specific schemes and incentives in India, the share of women entrepreneur is not at all significant. The authors recommended that keeping in view the socio cultural set up of India, more motivational programmes and training should organized at the educational institutions industrial associations etc. These authors suggested that RBI should periodically check up the implementation of projects by various financial agencies.

Singla and Syal (1997) have classified the problems faced by which women entrepreneurs at different stages of entrepreneurial career. The three categories of problems were related to project formulation, project implementation and project operation. The author recommended the formation of a group of women entrepreneurs as an alternative solution to face the problems of business. The supporting agencies should also undertake group orientation training modules for the members GWE in their respective skill development and management of the enterprise.

Shantha Kohli Chandra (1997) in her work on “Development of women entrepreneurs” has discussed public policies and programmes affecting women entrepreneurs. She has recommended in her study that government must analyze the
current status and political role of women in the process of industrialization with a view to have positive changes.

- Dr. Hanumant Yadav (1998) presented a research paper titled “problems of women entrepreneurship in eastern Madhya Pradesh”. He explained that the scarcity of funds was the cause for all the problems of women entrepreneurs. If this problem finds a solution then half of the major problems could be solved. Financially strong entrepreneurs survive in deep recession and strong competition.

- Mohanty and Patnaik (1998) of Orissa conducted a case study of Dhenkenal district in Orissa. Their findings of women entrepreneurship play a significant role in the development of SSI. The EDP training helps only a few women entrepreneurship which can be proved in Dhenkenal district. 7 women also have completed the training programmes out of 37 units. The study revealed that pre-requisites for the improvements of women’s position such as women’s awareness of their own situation, the rationalization of domestic life, the raising levels of education, economic stability, and the organized activities of women are valid and important.

- Dr. A.G. Prasad and Dr. Venkateshwara Rao (1998) in their study “Socio-economic background of Women entrepreneurship” a case study of Andhra Pradesh presented the following findings: 1. First generation entrepreneurs are really generally not successful. 2. Units established by the entrepreneurs before marriage have limited success rates. 3. Units promoted by technically educated are more successful and non-technical but educated are also successful. The author was also of the opinion that loans, interest subsidies and marketing facilities offered by the institutions are not adequate.
❖ Aparajita and Nayan Barua (1998) in their study of “Women entrepreneurship in North- East India” discussed that only a fraction of trained women entrepreneurship comes to the real world of business. The other part of women enjoys such programmes as a past time only without any follow up action. So they suggested in their research paper that monitoring cells are needed to be set up by state governments of the region to assist and guide all types of women entrepreneurs in finding financial assistance.

❖ S.Kamaraju (1999) presented a study on “Financial and social constraints of rural women of Tanjavur districts” The list of women entrepreneur were collected from the office of village panchayat board president. Selection will be from the women who are already in business. A sample of 120 women entrepreneurs was identified in five taluks. They were engaged in various types of entrepreneurial activities, like milk farming, tailoring units, food products, petty shops flour mills, and wet grinding typewriting institutes, mate making, soft drinks, rice mills, fertilizer shops etc.

According to the author the women entrepreneurs are face certain problems during initial and current operations. Inadequate credit is the major problem. Lack of finance, lack of entrepreneurial skills, dual role etc was discussed.

❖ Rajinder Kaur and Shally Bawa (1999) took up an investigation into entrepreneurship among women. The study has been conducted among a random sample of 100 middle class Women entrepreneurs from Jalandhar, Ludhianna and Kapurthala cities in the state of Punjab. The Women entrepreneurs who had over three years of experience in business were included in the sample. The Women entrepreneurs were involved in
manufacturing, trading and service industry. Most of the Women entrepreneurs were educated: 63% were graduated or above, 27% had basic education. The more successful among the respondents were found to score high on ability utilization, achievement, advancement, economic rewards, personal development and prestige.

❖ Dr. Ramnik J. Yadav’s (1999) study presents a panoramic view of Women entrepreneurs of Saurashtra region. In his research “Profile of Women entrepreneurs in Saurashtra region, the author minutely examined the socio economic factors affecting the Women entrepreneurs. He studied the areas of entrepreneurship in which women are generally found and analyzed the problems like financial, marketing, personnel, production etc faced by Women entrepreneurs in Saurashtra region. Under socio economic profile age, education, caste and religion, martial status, type of family, training and experience of Women entrepreneurs were analysed. It has been found that socio economic environment affect the development of the Women entrepreneurship. All these factors have positive impact on development of Women entrepreneurs. By analyzing the motivational factor it was interesting to find out that 60% entrepreneurs were motivated by their husbands and remaining percentage by their family members. Family binding and their encouragement definitely is having a positive impact on Women entrepreneurs’ development.

❖ “Women Entrepreneurs from southern India, An Exploratory Study” conducted by Mallika Das (1999) is a study on women entrepreneurs who owned and managed small and medium size enterprises in two Southern Indian States of Tamilnadu and Kerala. The respondents were classified into three groups, that is by “chance”, those who started the business as hobby, “forced” those who started business for financial
reasons. “pulled” or created: those who started business to achieve something or to be a role model or in need of independence. The most common reason for starting the business is either to earn more or to keep busy. Specifically this study underscored the difficulties faced by women in getting funds for setting up business and meeting the working capital requirements. The study revealed that created or pulled entrepreneurs seemed to perform better and view their success as resulting from the business skills they possess. Women entrepreneurs who were forced into entrepreneurship also did better than chance entrepreneurs. Hence it may be inferred that financial motivations can lead to success in entrepreneurial activities.

❖ Balamurugan (2002) has made a study on the impact of entrepreneurial development programmes conducted by TCWD in socio economic empowerment of women trainees. The TANWA was unit started in Dombuchery on 21.10.2002. This unit has 20 women members. Though TANWA is meant for imparting training to women on skill development in agricultural operations the same women members were also given various skills training under EDP. The opinion about the women trainees were collected with the help of questionnaire schedule and the consolidated results presented. All women were of the opinion that they have achieved both social and economic status in the society after having become earning members. The new women entrepreneur begins to influence the local markets. Hence the government should see that financial assistance should not be a stumbling block for these prospective women entrepreneurs. The author discussed another grievance of the women entrepreneurs; they face problems of expanding the size of the markets.

❖ Vijaya (2002) in her thesis entitled “Women entrepreneurship in Andhra Pradesh” focused on the problems and reasons as to why many women entrepreneurs are not
coming forward into the field of entrepreneurship. The objective of the study was to analyze the socio-economic background of women entrepreneurs of Visakapatnam and Hyderabad. In conclusion she suggested that many government and non-government agencies should give focus on women entrepreneurship as women enterprising development is not the outcome of a single contribution.

Dr. V. Gopalakrishnan (2003) in his study analyzed that in Tiruchendur, Tamilnadu women entrepreneurs have made an impact in various fields namely tailoring garment manufacturing, handicrafts, beautyparlours, dairying, job works (typing, zerox, lamination etc). In order to analyze the data Garrett’s ranking technique was adopted.

The study reveals that shortage of fixed capital is vital constraint of Women entrepreneurs. The second important constraint is the inability of women entrepreneurs to offer collateral security. Further the delay in sanctioning the loan and inadequacy of loan also block the success of women entrepreneurs. The study revealed that the dual role played by women entrepreneur is the severest social constraints. The second important constraint is prejudice against women. The respondents expressed that women entrepreneurs do not enjoy economic freedom to the full extent.

Dr. S. Kannan and Dr. A. Pddrakali (2003) presented a paper based on empirical study conducted in the five villages around Tuticorin town. 180 rural women entrepreneurs were interviewed with the help of an interview schedule. The study revealed the fact that women entrepreneurs depend up on the family background and support for involvement in entrepreneurship. It was inferred that rural women involve in informal entrepreneurship to meet the financial needs of the family. The study reveals the fact
that the young entrepreneurs constitute 7%. The literacy level of rural women entrepreneur is found to be low. The study unfolds the facts that though the rural women entrepreneurs with their marginal capital undertake trade on micro level, contribute a greater proportion of income to their families. The role of rural women in income generating activity is much more important than that of their involvement in domestic activities.

- A study was conducted by K. Ramasamy (2003) on “Financial and social problems of rural women entrepreneurs in and around Bodinayakanur”. The study analyzed the financial constraints and social problems of women entrepreneurs in tailoring, beauty parlor, jobs works (typing, Xerox, etc) catering services etc. The study revealed the fact that the major constraints of women entrepreneurs are delay in sanctioning of loan, followed by shortage of fixed capital, inability to offer financial securities, negative attitude of the bank, inadequate size of loans etc. With regard to the social constraints, it was the absence of family encouragement, prejudice against women, and lack of exposure problem of public relation.

- Dr. Sivaloganathan (2004) analyzed an empirical study about women entrepreneurs in Pondicherry union territory. The study revealed the sources of finance as friends and relatives, DIC, and government agencies. In this private source and government source are 50% each. The places of purchase of raw materials were local, within the state, and outside the country. However the majority of the women entrepreneurs get regular supply of raw material. Employees working with the women entrepreneurs seemed to be supportive to them to conduct their production.
It is evident from the findings that the government of Pondicherry is encouraging the emergence of women entrepreneurs in this region. Regarding the capital the women entrepreneurs are adequately financed by DIC, IDBI, and commercial banks.

❖ S.K.Dhameja (2004) “Women entrepreneurs opportunities, performance and problems” a research study was undertaken with a view to find out the entrepreneurial performance and problems of 175 women entrepreneurs in business in north-western India. All these entrepreneurs had established their business enterprises during the time period of 1982 to 1996. Personal interview method was followed. The author was astonished to see the spectacular performances of some of the Women entrepreneurs. The interview schedule aimed at seeking, the profile of Women entrepreneurs including age, education, training annual income, marital status and family background. Profile of her enterprise, year of establishment, nature of unit, products manufactured and traded etc. Motive behind starting the enterprise, problem/constraints face by them; attitude of women towards support agencies were also analysed. The author revealed in the study that a good educational background and success in an enterprise are positively related.

❖ Dr.V. Jerinabi (2006) worked on women self groups and presented the research study. This action research concentrates on the study of Micro-Credit management by women Self Help Groups (SHGs). The main objectives of the study were to form SHGs in the rural and urban areas above women and to study the impact of the efforts on the SHGs in qualitative and quantitative dimensions. The author mentioned Self Help Groups lay foundations for women entrepreneurs.