Chapter V

Summary & Conclusion
SUMMARY AND CONCLUSIONS

SUMMARY:

India is on a war footing to tackle and solve all its diverse problems on its road to development. Expectations all round have reached new heights with new economic policy of liberalization and globalization. The policy of liberalization is expected to open the floodgates for major industrial investments both within and abroad.

The economic status of the women is now accepted as an indicator of a stage of development and therefore it becomes imperative for the government to frame policies enhancing the rights, roles and opportunities of women, for their betterment in particular and society in general.

Subsequently, the present study has been conducted to study the role and performance of women entrepreneurs with special reference to some selected units in Coimbatore District of the state of Tamil Nadu. The main objective of the study has been to understand the socio-economic back-ground of women entrepreneurs, important motivational factor, the quality of their performance and their problems in running their enterprise efficiently and profitably.

Entrepreneurship itself is recently being recognized as a full-fledged profession and women entrepreneurship is an even newer phenomenon. A lot of data is available on entrepreneurial characteristics and motivation of men, but very little data is available regarding women entrepreneurs. Little research has been done in India to ascertain the motivational theories and socio economic factors applicable to women entrepreneurs.
In the present study regarding the age of women entrepreneurs, it is found that in the selected sample i.e. out of 973 women entrepreneurs 25.28% of them belong to the age group of less than 30 and 41.42% of them belong to 30-40 years. The remaining 33.30% are distributed among the age group of above 40 years. Thus most of the respondents in this study group are young and are middle aged.

The women respondents in general are fairly educated, with around 279 (28.67%) of them have obtained some school education, around 24.26% are with SSLC and the rest are with higher qualifications like graduates, post-graduates and technical qualifications. There are no uneducated respondents in this group.

It is true that chances of employment are very little for the women who are less qualified. This is more so in Coimbatore suburban and rural areas where no worthwhile industries exist to absorb unskilled women labor. Hence the less qualified women among the respondents are forced to take up necessary entrepreneurship to supplement family income through small units relating to food processing, food manufacturing, tailoring and allied business.

Yet another reason for the unpopularity of entrepreneurship among graduates and post graduates is that greater chances are available for them to be employed with the provision of 30% of reservation in employment for women in government jobs and that good jobs are available without much difficulty for qualified women graduates. More over Women and their family members consider being employed in some concern is safe and secure rather than running a risky business.
The analysis based on religion of women entrepreneurs showed that Hindus were 83.56% followed by 8.32% Christians & and 8.12% Muslims. This great difference clearly depicts that the Hindu women entrepreneurial population is higher than the others, showing that the Hindu women are economically better off and that socially they are more acceptable as entrepreneurs as they form the majority community.

The study of the selected sample also reveals that in spite of reservations and encouragements given to the minority category their participation is very meager. When interviewed, most of the Christian women preferred only salaried jobs rather than risky entrepreneurship. In the case of Muslim women there seems to be lots of restriction in their families to take up to any business. Interestingly the small percentage of women entrepreneurs of this category are in either the service industry or in the handicraft manufacturing and food manufacturing industry, and that they are not inclined to take allied or manufacturing business, involving huge investments.

Community wise analysis reveals that nearly 50.95% of respondents of the service industries; 45.51% respondents of manufacturing units; and 66.67% of them of allied industries belong to the general category i.e. the non-reserved class. 33.86%, 36.21%, and 21.20% of the respondents are from service industries, manufacturing industry, and allied industrial units respectively belongs to the other backward communities, and a very small proportion belong to the SC, ST and other socio economic backward classes.

It is also noticed that reservation of the sheds in the industrial estate to develop entrepreneurship among the reserved category, subsidy schemes and preferences, and
other financial assistance also made available to develop them have not been utilized fully thereby forming a very negligible proportion in the sample examined.

Study on marital status of women entrepreneur's shows that 84.58% of the respondents were married women, who have taken entrepreneurship despite their family responsibilities. The presence of only 10.38% of unmarried women entrepreneurs indicated that young unmarried women are not encouraged to become entrepreneurs. It is believed that unmarried women entrepreneurs face lots of difficulties in finding prospective grooms for their marriage, and that parents prefer spending their money on the marriages of their daughters than investing on the establishments of their daughter's enterprises.

The study shows that majority of the respondents are married, among married in 89.52% cases husbands were dominating member in the family circle. But among the 973 respondents nearly 101 women were unmarried 44 were widows and 5 were divorcees. The study shows that their family relationships i.e. husband, father, mother, and children have an influence for the setting and running of the enterprises.

The study also shows that the family members of the women entrepreneurs were also educated, proving that they come from educated families.

An analysis of the occupational details of the family members show that, 66.70% of their families were already in business but only 24.46% were otherwise in employed and 8.84% families depended on the respondents for their income. This shows that
majority of the respondents have come from their own business families. This can be attributed to factors like:

- Business experience of the family
- Ready acceptability in the family
- Easy time adjustability.
- No threat due to change of place of work of either Husband or father.

That has led the women respondents to enter into the business.

A study of the annual income of the family members reveals that 59.71% of the families of the respondent's annual income is around Rs.1.5 lakhs and 22.71% are than earn less than Rs. 30,000. Hence it can be said that very low income of the family members has forced women to enter into business, and that the inadequacy of family income and the need to supplement the income of husbands or fathers, women are pushed into entrepreneurship.

A study of women entrepreneurs and the number of children they have shows that majority have either one or two children. This would determine the time women could spend on her outside work. Among the total 85.82% of the respondents are having children. Among them 32.27% are having only one child, 42.24% are having two children, 7.81% having 3 children, only 3.5% are having four children. One and two children norm was followed by majority of entrepreneurs; this shows that lesser the children they had more of business they could perceive.
The study with respect to the nature of the family shows that 70.91% of the respondents were from nuclear families setup, and only 29% of them were from joint families. It is true that nuclear families tend to encourage women to enter into business and also supports them to continue amidst of difficulties.

An analysis of the motivating agent in a family reveals that 823 are married out of which only 563 are motivated by their husbands, i.e.68.41%. In the case of other respondents Father, mother, Son/Daughter/ others were more or less evenly distributed as motivational agents; hence analysis of the data reveals that there is a positive relationship between family background of the respondents and their business. Hence once an entrepreneur is convinced that she should take up some gainful activity she is being motivated and nurtured by some well wishers.

The study of the factors responsible for establishing an enterprise showed that 42.03% of the respondents entered into this business to support the family, thereby enhance family income.36.49% wanted to gain economic independence, and 14.8% were enterprising working to do something independently.

Regarding prior training to start an enterprise only 53.96 % of women entrepreneurs had undergone a little training, 46.04% of them have not obtained any training at all to start a business in general, instead with some prior experience they have ventured into business. But only in the service industry (80.06%) and (81.82%) in allied industry, special training has been taken before starting the enterprise.
Regarding the preparation of project, since most of the units were small scale and Coimbatore district encourages business ventures, it was possible for 66.39% of the respondents to prepare their business project by themselves, since they had already obtained professional experience (22.47%), with diploma in administration (24.37%), and with training in CED, SISI, and DIC (21.1%) and were already exposed to some knowledge of business that facilitated them to prepare their own project for their business; 19.94% were helped by family members and others; only 13.67% of them relied on professionals for project preparation.

Before starting a business only in the case of the service industry 50.32% of the respondents conducted feasibility study before starting their enterprise. 81.82% of the Allied industries according to the respondents were not in need of feasibility study since they continued their family business. In the same way in manufacturing industry also 68.02% of the women entrepreneurs did not conduct feasibility since they had work experience/training from the government and non-government institutions.

A study of the utilization of the productive capacity showed that none of the units under study utilized less than 50% of the capacity. Only a very few units in the study suffered from under utilization of their capacity. The full utilization of their capacity under study depended on factors such as the health of the machinery, the number of employees involved, types of workers, demand for goods and organizational structure of the enterprise. The respondents of food manufacturing industry have reported that during festival and wedding seasons there seems to be very high demand for sweets and savories while lessened during off-season. The same situation prevailed in the tailoring units and also in the service industry.
An analysis of the urban / rural location of the enterprise proves that the majority of the sample respondents 63.31% are located in the urban areas and only 36.69% were located in the rural areas. In the service industry in the study 81.65% of the units were situated in the urban areas, due to lack of commercial activity in the rural areas lack of education, lack of proper guidance, lack of required information and orthodox social and religions environment in the rural areas. 69.70% of the allied units are situated in the rural area since access to raw material, agricultural products, land /shed feed for the poultry and dairy keeping were easily obtained in the rural areas and that the rent and the transport cost is also lesser.

A study of the location of the units shows that only 49.3% of units are situated in their own houses / premises of the respondents. Nearly 39.66% of the units are situated in the rented building; only 11.41% of the units are in the government sheds and in the industrial estates of the government, the reason being the industrial estates being located out of the city limits creates problem of purchase of raw materials, marketing of finished products and low labor turn over. Apart from which the allied industry is not provided with any such facility by the government. But those set up in the industrial estates were very happy since they enjoyed the facilities provided by the government, moreover since they lived in the rural and semi urban areas, they were sure of the availability of infrastructure, easy access to raw material and marketing of the products.

A study of the form of organization, which was based on certain factors like capital invested and scale of operation shows that sole proprietorship was the form of organization for 72.97% of the enterprises. This was followed by 6.99% partnership
organization. 5.34% of joint family organizations and 3.39% co-operative society and 3.08% private limited companies and others specify as the SHGs form of enterprises

An analysis of a need for a systematic knowledge for the development of the industry, 72.47% of the service industries are run by entrepreneurs who are having systematic knowledge of business administration. Similarly 68.18% of the respondents of allied industry, acquired knowledge of business administration to run the industry from experience gained from the family business. 51.44% of the respondents of manufacturing industry were not interested in acquiring systematic knowledge, since they continued their family business.

Regarding professional knowledge and experience the analysis shows that 77.78% of the respondents have professional experience in the allied industry and do not posses diploma/ degree in this sector, whereas both in the service and the manufacturing industries, respondents acquired a systematic knowledge like degree, diploma in administration professional training and training in CED, SISI and DIC.

The respondents have acquired their training and knowledge and have updated their knowledge with the assistance from, The Coimbatore District Small Scale Industries Association(CODISSIA), Coimbatore Small and Tiny Foundry Owners Association (COSMAFAN), Coimbatore Wet Grinders and Accessories Manufacturers Association (COWMA), Small Industries Hosiery Manufacturers Association (SIHMA),Tiruppur Exporters Association(TEA),Broilers Coordination Committee, Palladam Hi-Tech Weavers Park, Integrated Congress of Women Entrepreneurs Association, PMR schemes, SISI, Khadi and village Industries Commission, Lead Bank(Canara bank in coimbatore)
and, District Industrial Centre, Organization of Women Entrepreneurs Development Association (OWEDA). The private organizations also have conducted various programmes to update the knowledge in their business venture and they have also updated their business knowledge by attending seminars and conferences.

In the service industry 30.40% attend seminars and conferences, 26.91% of them by reading special magazines and journals to know about the latest style in their products and the change in the consumer's preferences, 35.67% of them learn from their business associates. More over 54.51% of the manufacturing units changed their product mix; patterns, and spare parts according to the requirement of their business concerned with the assistance of technical consultants; 89.13% of the allied industry also depends on association of their business concerned.

In the case of the service industry i.e. potentially in the tailoring and in beauty parlous, the entrepreneurs use new methods and innovative creations. While in the service sector alone 88.29% of the respondents used modern technology, but whereas in the other sectors i.e. only 46.7% of manufacturing industry 54.55% of allied industry have adopted to such new methods. The remaining industrial units use traditional and outdated technology, which increases the average cost of production. Interference of trade unions, ignorance, and also the high cost of modern technology is the reason behind.

Whatever may be the reason, the change invariably indicates better performance of the units as it indicates growth and positive response to the competitive environment. A deeper study of what change they preferred in their units showed that only 32.89% of
women entrepreneur were not willing to have any change in their unit, due to lack of capital for investment. But in the case of manufacturing industry the changes preferred by the respondents were diversified. The service industrial units mostly preferred changes based on the requirement of the market. 35.4% of the respondents prefer changes in purchase of new machinery and 22.78% of units in new methods and technology rather than the other options. In the manufacturing industry 15.06% of the respondents preferred for the purchase of new machinery; 13.37% for new methods; 19.46% for the increase of production capacity, 10.83% to develop new products. But in the case of allied units 31.82% of the respondents need to increase their production capacity and do not much prefer for any other change mentioned.

Even though the majority of the respondents were only matriculates they maintain their accounts by themselves, many units are tiny units, depending only on their working capital, and therefore do not prepare their accounts. Only 44.91% of the respondents get the help of the accountants to prepare their annual budgetary accounts.

An analysis of how the raw material requirement were met by the respondents showed that majority 84.58 % of the respondents have got enough raw materials for their production operation Both in service industrial units and in manufacturing units 87.97 % and 86.13 % respondents have a positive answer while, in the allied units 45.45 % of them do not get enough raw materials on time since the allied industry depends on agricultural products which is seasonal in character.

The study also reveals that 89.56% of the respondents in service sector and 84.94% in the manufacturing industry purchase required raw materials easily. While in
the case of the allied occupation the 45.45% respondents were of the view that they do not get sufficient quantity of raw materials regularly on time throughout the year. This is again due to the dependence on agriculture and that too during off seasons their prices seem to shoot up.

A study of the dependence of the market for the supply of raw material shows that all the three categories of industries heavily rely on the local market for their raw material requirement, which in turn keeps their cost of production under control. 87.97% of the entrepreneurs in the service industry, 94.92% in the manufacturing units and 77.27% of the allied industrial unit are of the respondents purchase their raw material only from the local markets. While 12.08%, 5.08% and 22.73% of respondents of the service industry, manufacturing industry and of allied industry respectively buy the raw materials from outside Coimbatore.

Regarding the storage of raw material and finished goods, the study shows that the majority of the unit's i.e. 85.44%, 73.94%, and 81.82% of service units, the manufacturing units, and the allied industrial units respectively store them in the industrial units itself. Only a small percentage i.e. only 6.33% of the service units, 15.23% of manufacturing units and 18.18% of allied units, purchase according to their requirements hence there is no necessity to store them. A very insignificant percentage of the respondents store their raw material outside the units and also as mortgage them. Interestingly the allied units store all their raw materials and finished products in the units itself and they do not store outside the units.
A study regarding quality control mechanism showed that it is the quality of the product, which creates good will, as well as market of a product. In the sample undertaken for the study the entrepreneurs followed the quality measures such as Indian standard specification, quality marking schemes ISI, ISO 9000, 9002, 9003 and AGMARK etc. (But not every body in reality) Nearly 83.25% of the respondents do check the quality of the product at various stages. 43.33% of the service industry, 34.87% of the manufacturing units checks the quality at the raw material stage. All other industries vary in their quality check process. The allied units 24.58% and 38.92% and 45.09% of the service, manufacturing and allied industries respectively check the quality of their product at every stage of production process. In other words quality check differs from one unit to other.

The present study reveals that in most of the enterprises marketing functions are not being discharged in a scientific manner. 93.35% of the Service industry, 70.90% can cater only to the needs of the local market; hence of the units like tailoring and beauty parlor serve the local markets only. Even other industries are small scale in nature and so they also sell their products mostly in the local market. In the case of manufacturing industry only 3.55% of their products cater to the export market, which is mostly the hosiery garment units of Tiruppur.

Regarding their selling procedure, only 27.44% of the respondents advertise their products in the market, since 78.31% respondents depended on local markets they need not advertise their products. Apart from this it is expensive to advertise in the mass media. Nearly 72.56% of the respondents do not advertise their products due to the heavy
cost for advertisements in the media. While 41.46%, 20.14%, and 25.76% of the service, manufacturing and allied industry respectively resort to advertisement to sell their products.

The most popular media of advertisement among the respondents are signboards and newspapers, which are cheaper than other modes of advertisement. In the Service industry 28.24% of the respondents use the daily newspapers, 25.95% of them use pamphlets and 25.95% of them use signboards for advertising their products. Among the study group 32.77% of the respondents in the manufacturing units use mostly the daily newspapers. Magazines, pamphlets, and signboards are also used at times. 23.52% of the respondents of allied units use magazines, 35.29% of them use various other forms of advertisement.

Concerning competition in business, for all the sectors under study 74.20% of the respondents face stiff competition in the market. Some of the respondents reported to have faced difficulty in withstanding competition both in the quality and quantity of their product both from the national and multinational companies of the 722 units who face competition 82.82% competition is only from the local producers for all the producers. 96.10% of the respondents of service industry, 73.61% of manufacturing units, and 90.38% of the allied sector in the select group faced severe competition in the local market. But only in the case of manufacturing units 21.31% of competition came from big companies and 5.08% of competition from multinationals. In the case of allied units only the 3.19% of dairy farming units face competition from big milk producing companies.
Regarding employment of labor among the respondents all most all the sectors have employed nearly 60% of the workers from outside. (That is in the study 578 units employed workers for production in their units) 276 units produced their goods themselves and 12.23% by their family members. Some are managed with the help of part-time workers. For example in readymade garment making, cut clothes are distributed at the doorstep of contract tailors for stitching. Similarly in the service industry during festival seasons and in the tailoring units, part time workers or temporary workers are appointed during heavy demand periods.

A study of the quality of the workers showed that on the whole of 48.62% of the workers were experienced and 44.19% were trained and rest of the 7.19% was untrained and inexperienced. This type of untrained and inexperienced labor force affected the quality of production and also the price, marketing, exports etc. Experienced and trained workers are considered as the human property of any enterprise and therefore when the labour demands more wages they are paid accordingly.

Regarding labor problem and techniques applied to solve them with the respondents revealed that nearly one half of the respondents i.e. 52.42% do not have any labor problem at all. While 47.58% of the respondents faced labor problems of varied kinds; 22.46 % and 22.03 % of the respondents had problem of working hours and leave respectively and 6.48 % respondents faced problem of labor do not return back to work often a certain period of leave. Very often labor take leave and never return to the job. Hence due to the relatively small size of their units they maintain informal labor relations with their workers. In most of the units grievances and complaints of their workers are redressed on mutual basis. The informal employee- employer relations go a long way in solving many labor problems.
With regard to employment of labor, depending on the demand for the service industry increases the number of workers and working capital. In the case of beauty Parlors and tailoring shops, during marriage and festival seasons the increase in demand necessitates the appointment of temporary workers to meet production requirement.

Regarding the number of workers in the manufacturing industry that includes Textile Weaving (Handloom, Power loom), Chemical, Food manufacturing, Bakery products, Food processing, Food preservation, Handicrafts, Engineering units, Hosiery and Garment manufacturing units, almost 75% of the units employed only 10 laborers on an average and that too depending on the size of the units. 9 units among the manufacturing units, both Engineering, Garment manufacturing units of Tirupur employ more than 70 laborers. The manufacturing units like Bakery, Food processing Food preservation: Engineering units are modernized and use more of machines than labor.

The Allied unit includes both poultry farming and dairy farming. In the case of dairy farming, units with a single cow and nearly half of the produce taken for self-consumption were not included in the study. Among the selected group only 7.57% of the units had more than 20-30 workers, 25.76% of the units had 10-20 workers and 66.67% had only 10 workers. Most of these units used only labor-intensive technology. The main aim of dairy and poultry development by Coimbatore local government authorities has been to provide employment opportunities and to generate more income for the rural women. The Government has encouraged women co-operatives and SHGs in this area for production.
The study also shows that only 29.19% of the entrepreneurs were members of certain women entrepreneur associations, while the remaining 70.81% of women entrepreneurs had no such knowledge of such bodies. They also felt that it served no useful purpose, and that they consider it was a waste of time. The respondents were dissatisfied with the working of the associations in the city and were reluctant in becoming members, in all the three sectors of the study group.

Concerning financial assistance 48.30% of the respondents faced a lot of difficulty in getting financial assistance from organized financial institutions. Moreover 525 respondents in general underwent some training before they started their industry, from training institutions, which assisted them to get industrial finance and also guided them with the procedures and the rules and regulations of the financial institutions. Hence 503 respondents have not faced any problem while on the whole 470 respondents have faced problems in getting financial assistance.

With regard to the problems in getting financial assistance 52.59%, 49.29%, and 50% of the service industry, manufacturing industry, and allied industrial units respectively faced the problem of long procedures. The other problems here included high rate of interest, requirements of many documents, difficulty in going for refinance, the commission of the middle men, partiality of the officials and the like. So to conclude, by analyzing the multiple problems in getting financial assistance, very long procedures followed by the financial institution has been ranked as the top most problem.
An examination of additional assistance to the units showed that 87.66% of the respondents of the service industry, 55.33% of the respondents of manufacturing industry, and 77.27% of the respondents of allied industry needed additional financial assistance to run their industrial concerns. Hence this may be brought to the knowledge of authorities to get support for the development of women entrepreneurs in Coimbatore District.

An analysis of the total value of the industrial units showed that many service industries will locate in the residence of the respondents. Hence the value of the house where the unit is situated is not included in the total value, while the values of the manufacturing units are a little higher because the value of the machinery and equipments are also included in the total value. In the case of allied sector the respondents were unable to give the total value of their units since some of the units were situated in their own lands or property.

A probe into the total fixed assets of the respondents showed that 46.76% of them were very small entrepreneurs considered as tiny sector, who invested less than Rs.1, 00,000. Especially in the service sector nearly 65.51% of them belong to this category, since the units are located in their living premises itself. Total assets above Rs. 500000 were from 29.10% in manufacturing and 60.60% in the allied units that constitutes 22.93% of the respondents.

A study of the respondents of the nature of how capital was invested into the units showed that, among the respondents nearly 293 / 973 that is 30.11% of them invested their capital only with the help of borrowing from banks which proved that the banks
have played a great role in satisfying the financial needs of the women entrepreneurs and thereby have contributed to the development of women entrepreneurship. 58.07% of respondents invested their own funds i.e. 50.63%, 60.74% and 69.7% of the service industry: manufacturing and the allied sectors respectively used their own funds for their investment.

Chi Square test is performed between the factors of two groups. One group contained personal and organizational factors and the other group contains study factor. The personal factors considered were Education, Marital status, Religion, Caste, Age group, and Experience. The organizational factors included were Type of organization, Knowledge, and Capital assets. The study factors considered were Source of marketing, advertising of products Change with units, Transport, Difficulty in marketing, and Storage of raw material.

Each factor of one group was tested against each factor of the other group through Chi-Square test at 5% level of significance with suitable hypothesis and relevant interpretations.

It is found from the Chi Square analysis that in the manufacturing industry all the organizational factors have significant influence on source of marketing and education. In the allied industry two factors i.e. type of organization and capital among the organizational factors education and experience among the personal factors have significant influence on source of marketing.
It was found out that type of organization, knowledge, capital, assets, and education have significant influence on advertisement of the products of manufacturing industry. Considering the overall industrial units except marital status, religion and caste all other factors have significant influence on advertisement.

It is revealed that both personal and organizational factors had significant influence or the overall industrial setup. Education, marital status, type of organization, knowledge, capital, and assets have significant influence on transportation in manufacturing industry. Assets, Capital, Type of organization, Experience and Age group had significant influence on transportation in the allied industry.

It is concluded that the type of organization, technical and systematic knowledge and assets among the organizational factors and education in the personal factor have significant influence on difficulties in marketing in manufacturing units.

Education and Assets in service industry, Age group and Experience in the allied industry had significant influence on Difficulty in marketing. Except Marital status, Religion and Age group all other factors have significant influence on the Difficulty in marketing in overall industrial units.

It is concluded that the capital invested among the organizational factor had significant influence in both i.e. is service industry and manufacturing units.

It is found from the Karl Person's co-efficient of correlation that there exists a significant correlation between annual sales and net profit for service and manufacturing industry. But the correlation is insignificant in the case of allied industry. There exists a
significant correlation between annual sales and net profits when all the industries combined also. It is therefore concluded that there exists a significant positive correlation between annual sales and net profit in manufacturing and service industry only.

In this study the technique of analysis of variance was employed to test the equality of means of service industry, manufacturing industry and allied industry with respect to the variables, total capital investment, required working capital, working capital at the beginning, working capital at present, annual sales and net profit.

It is found that 52.22% of the service industry had capital investment of Rs.50,000 to Rs.2,00,000. A maximum of 42.81% of the units in manufacturing industry and 74.24% of the units in allied industry had also capital investment of more than Rs.200000. Out of the total 973 units, 38.44%; 32.99% of the units have capital investment of Rs.50000 to 200000 and more than 200000 respectively.

The study has revealed that 60.76% of the units of the service industry and 45.86% of the manufacturing industry had a working capital requirement of Rs.6000 to Rs.50,000. Nearly 50% of the respondents in the allied industries had working capital requirement of more than Rs.50,000. Out of the total 973 units 29.98%, 50.67% and 20.35% of the units had a working capital requirement of <Rs.6000; Rs.6000 to Rs. 50000 and > Rs 50000 respectively.

It is also found that in the service industry, manufacturing and allied units a maximum of 52.22%, 42.47% and 50% respectively had working capital ranging from Rs.12000- Rs. 100000. Out of 973 units 40.19% used less than Rs.12000, 46.15% used
Rs.12000-Rs.100000, 13.67% used more than Rs100000 as their working capital at present (at the time of interview).

It is noticed from the analysis, that is maximum of 63.61% of the service industries and majority 50.59% of the manufacturing industries invested initial working capital ranges from Rs.6000-Rs.50000. But the majority of 50% of the allied industry is having more than Rs.50000 as their working capital at the beginning of the units. Among the 973 units 31.24% used less than 6000; 54.16% used 6000-50000; and 14.59% used more than Rs.50000 as working capital at the beginning.

It is found in the study that 65% of the units of service industries and 44.84% of the manufacturing industry have the annual turn over ranges between Rs.50, 000 - Rs.3, 00,000. In the allied units majority of 63.64% are having their annual turn over as more than Rs. 300000.

It is found that 43.35% of the service industry, 36.89%, 59.09% of the units of service industry, manufacturing units, and allied industry respectively realized Net profit of more than Rs100000.

The application of analysis of variance revealed that there exist significant differences in the final value of working capital required, working capital at present working capital at beginning, and net profit between the three selected industries.

57.45% of the respondents have felt that it is very difficult to be an entrepreneur and to start and manage a business venture as women independently.
In addition to the above, the formidable problem that normally women faced according to this study, in the promotion of entrepreneurship among them was resistance, apathy, shyness, inhibitions, conservatism, poor response—all governed by cultural, traditional, value system and social sanction. Of course, women entrepreneurs met with specific problems in addition to the general problems of the general entrepreneurs.

In the service industry that is 67.28% of them faced very tough competition in the sales of the product and 21.21% in price competition. 43.51% of the respondents of manufacturing industry places price competition as the biggest difficulty in the market. The pricing policy undergoes changes as the interpreters develop entrepreneurs in assessing the market forces and placed sales competition in the 2nd place i.e. 33.68% and 10.88% of them face the problem of very long time to get cash for the sale of the produce. In the case of allied units 58.33% of them faced tough competition in sales and 27.27% of them faced price competition.

Nearly 52.22% of the service industries 48.22% of the manufacturing units, 54.55% of the respondents of the allied units face the difficulty of marketing their produce. While 47.78%, 51.78% and 50.05% of service industry; of the manufacturing industries and of the allied industries respectively are not having any problem in marketing their commodities. It can be concluded that the entrepreneurs who do not have any problem in marketing are mostly due to their nature of marketing, i.e. 78.31% of the industry sell their products only in the local market.
With respect to getting financial assistance for the service industry 52.60% reported that there are long procedures to be followed for availing financial assistance from the organized financial institutions. 49.29% and 50% of the units of manufacturing and allied industries felt the same problem.

The performance of formal financial institutions particularly in their lending to the poor women entrepreneurs in Coimbatore have been unsatisfactory. Of course they face a number of constraints in broadening their services to the poor women entrepreneurs. To reach to these poor women entrepreneurs institutional innovations are needed that enable services to the needy while substantially reducing transactions and women entrepreneurs.

The average rank analysis revealed that the problem of finance seems to top the list (Rank 1) irrespective of their educational status, in all most all the industries. In the service industrial units the problem of finance is followed by problem of competition and problem of raw material irrespective of the educational qualification of the respondents. In the case of the manufacturing industrial units, up to PG levels have given top priority to the problem of finance and others have ranked the problem of labor as their first priority. Problem of sales and problem of competition was given as 2nd and 3rd in order respectively.

Even from the angle of different age group of the respondents and in all the three types of industries, the problem of finance has been ranked first in the running the industrial units. In the service sector all the age group respondents felt that the problem of competition as their 2nd, purchase of raw material was ranked as 3rd, and problem of
sales as 4th. The same group of respondents also felt that government support and lack of family support ranked last in their problem. In the manufacturing units all the age group faced problem of sales was their II on the list, problem of competition as their 3rd priority, land / shed / water problem comes 7th and new technology as the 8th in order.

Both among the married and the unmarried respondents in the service units, of raw material problem was ranked as their 3rd priority; problem of sales as their 4th priority. But the entire units of the women respondents in the service industrial units whether married or unmarried or widows, everyone has quoted the problem of finance to be their top priority problem. Among the women respondents of the manufacturing industry the problem of finance seemed to top the list as the 1st priority problems and of sales as second and competition as 3rd Priority problem uniformly. Among the respondents in the allied industrial units. finance was their top most problems and the problem of land/ shed/water seemed to get a second priority only. In the service industrial units the respondents ranked problem of finance as their top priority followed by sales as their next priority problem irrespective of the caste they belonged.

Irrespective of the caste in the manufacturing industry the women entrepreneur ranked finance as their first priority problem, sales as second and lack of family support and government support as the least problem they faced in running the units. Technical and competition follow as fourth and as third priority in a mixed manner by the respondents. In the allied sector Schedule Tribes, Socio economic backward class as and other backward classes ranked finance as the top most problem while the Schedule Caste entrepreneur ranked it only as second priority, the same group ranked land/ shed / Water as the second priority problem.
There are no respondents from Christian women entrepreneurs in the allied industrial units. Irrespective of the religion all the respondents in all the three type of industrial units ranked the problems of finance as their 1st priority problem. In the service industrial units both Christian and Muslim women respondents of the sample ranked the problem of competition as the 2nd rank priority. The respondents of manufacturing industrial units ranked problems of sales as their 2nd priority and for Hindus and Christian counterparts the problem of competition was their 3rd priority. The women entrepreneurs in the service industry ranked finance as their top priority problem and competition as their second priority problem uniformly irrespective of their year’s experience in manning the units.

But in the manufacturing industry irrespective of the experience the women entrepreneurs uniformly ranked the problem of finance as first priority, problem of sales as second, and problem to competition as the third priority problem. Like wise lack of family support and problem of government support was ranked as ninth and tenth problem respectively. The respondents in the allied units ranked finance as first priority, problem of land/shed/water as their second priority, respondents with less than ten years experience ranked labor as their third priority problem.

Like all other factors irrespective of the amount of capital investment made majority of the women entrepreneurs felt the problem of finance as their greatest problem. In the service industrial units all the units have different types of capital investment made but all of them have ranked the problem of competition as their second. Among the manufacturing industrialists, units having their own capital investment and borrowed funds, ranked the problem of sales as their second, units having other type of
capital investment ranked problem of competition as their second in order. In the case of allied units, irrespective of the investment pattern the problem of land/shed/water seems to be second in order followed by the problem of finance. The allied industrial units gave the least priority ranking to new technology. Irrespective of the fixed assets of the units in service industry, the respondents ranked the problem of finance as top priority, followed by problem of competition as the second priority.

The manufacturing industrial units also are having different fixed capital investments in lakh. The respondents have ranked finance as their foremost problem except the units having more than Rupees five lakh worth of assets they have ranked the problem of competition as second in order. The problem is given mixed priority ranking. The allied industrial units are also have ranked finance as their top priority problem and land/shed/water as the second and all other problems are given mixed ranking by the respondents. The rank analysis about the problems faced by women respondents reveals that financial problem is the top most problem of the majority in this study group.

THEORITCAL MODEL

The actual model derived from the study reveals that majority of the respondents are Hindus, Married and who have taken up entrepreneurship in addition to their family responsibility. Some of the entrepreneurs are trained considerably before they launch into business. Most of the women are from nuclear family and low income group who are compelled by family circumstances and thrust into business. Some women who have business background make automatic choice to start units in the urban areas. The motivating factors for women are their family members, husband for married and others for unmarried women.
Finance is the most important problem of women entrepreneurs include lengthy practices, to obtain loans, lack of refinance facilities, high rate of interest in the organized financial institutions and inadequate support from the government and high priority attributed to mobilization of funds.

The study proves that the performance of the industry is good since the majority of the units utilize more than 50% of their utilization capacity. Experience and interest form the strong foundation of any business endeavour. The training they received from various institutions, the positive social attitude and sole proprietorship form of organization favored by women is analyzed in this study. The entrepreneurs acquire systematic knowledge of business in course of time.

Most of the women use modern technology and prefer changes in their units, get enough raw materials and store them in their units. They purchase raw materials and market finished products only in the local market. There exist a significant positive correlation between annual sales and net profit in the service, manufacturing, and all the industries put together.

CONCLUSIONS

• It has been observed from the study that the development Programme for the growth of Women entrepreneurs can be positively carried out if we devise a plan that would encompass a meaningful participation of promotional institutions on the one hand and an improvement in the managerial knowledge of the Women entrepreneurs on the other.

• Most of the respondents are young, are middle aged, and married.
• The women respondents in general are fairly educated. There are very few well-educated respondents in this group.

• The less qualified women take up necessary entrepreneurship to supplement their family income.

• Entrepreneurial orientation for some of the respondents is due to economic compulsion. In other words, lack of availability of alternative employment opportunities has pushed them into the arena of Women entrepreneurship.

• The Hindu entrepreneurial population is higher than the others in this district.

• Hindu women entrepreneurs are economically better off and that socially they are more acceptable as entrepreneurs.

• Most of the Christian women preferred only salaried jobs rather than entrepreneurship while Muslim women faced restrictions in their families.

• It is also noticed that reservation of the sheds in the industrial estate to develop entrepreneurship among the reserved category, has only led to a very negligible utilization in the sample examined.

• With no formal training some of the women have gained their experience and confidence in their own interest, which has enabled them to start an enterprise.

• It can be understood that almost all the women entrepreneurs belong to educated and business families.

• Economic backwardness and very low income of the family members influenced women to enter into any business.

• The majority of the entrepreneurs have followed one or two children norms.
• Some of the respondents have conducted feasibility study before they started their enterprise.

• The respondents of food manufacturing industry and tailoring units in the service industry have very high demand during festival and wedding seasons and less during off seasons.

• Shortage of raw materials has created serious problems for small engineering entrepreneurs, that has not only led to underutilization of productive capacity but also led to problems like delay in delivering goods, less work orders etc.,

• Allied units in Coimbatore face acute water shortage, power cuts, high transport cost, and other infrastructure problems. Particularly the poultry farming faces the burnt of the problem of power cuts.

• All the three categories of industries heavily rely on the local market for their supply of raw materials.

• There are not many organizations or association among the women entrepreneurs.

• The nature of the family shows that majority of the respondents were from nuclear family setup

• Since they cater to the local markets, they do not care to advertise their products. It is also very expensive to go for advertisements in the mass media.

• The training institutions are established in the cities only.

• Bank loan procedures for women entrepreneurs are complicated and time consuming.

• Shortage of working capital and high rates of interest charged by the banks were the two major problems causing difficulties to the women industrialists.
• Less educated women entrepreneurs find it difficult to interact with the outside environment due to lack of courage and fear of failure.

• At present only negligible proportion of the products of women's units are exported, particularly hosiery products of Tirupur.

• There is neither any scientific system nor a clear-cut policy for the promotion of workers in the units.

• The welfare activities are found very inadequate in the units.

• In the case of manufacturing industry all the organizational factors have significant influence on source of marketing: and education also has significant influence among the personal factors. In the allied industry two factors (type of organization and capital) among the organizational factors, education and experience among the personal factors have significant influence on source of marketing.

• The type of the organization, knowledge, capital, assets, and education had significant influence on advertisement of the products of manufacturing industry. Considering the overall industrial units except marital status, religion and caste all other factors have significant influence on advertisement.

• The assets and type of organization among the organizational factors have significant influence on change in the unit in all the three industries.

• The caste among the personal factors had significant influence on the change in unit in respect of manufacturing and allied industries only.

• A both personal and organizational factor seems to have significant influence on transportation of the overall industrial setup. Education, marital status, type of organization, knowledge, capital and assets has significant influence on transportation
in manufacturing industry. Assets, capital, type of organization, experience and age
group has significant influence on transportation in the allied industry.

- The type of organization, technical and systematic knowledge and assets among the
organizational factors and education in the personal factors have significant influence
on the difficulties in marketing in manufacturing units.

- Education and fixed assets in service industry, age group and experience in the allied
occupations have significant influence on difficulty in marketing. Except marital
status, religion and age group all other factors have significant influence on the
difficulty in marketing in overall industrial units.

- It is concluded that the capital invested among the organizational factor have
significant influence on storage of raw material in both that is service industry and
manufacturing units.

- There exist a significant correlation between annual sales and net profit for service
and manufacturing industry and the correlation is insignificant in allied industry.

- It is concluded that there exists a significant positive correlation between annual sales
and net profit in manufacturing and service industry only.

- There is significant difference in the average net profit, average working capital
requirement, average working capital at the beginning, between the three industries
selected for the study.

- The rank analysis about the problems faced by women respondents reveals that
financial problem is the top most problem of the majority of the respondents in all the
three industries in this study group.
V.1 SUGGESTION

The following are the important suggestions listed out based on the present study.

TO THE EDUCATIONAL INSTITUTIONS

- To motivate women to come out of their traditional perception and responsibilities, some psychological and social changes may be inculcated in the educational institutions.

- Literacy levels of women have to be enhanced and education of women should be made compulsory. Entrepreneurship education and training at all levels need to be introduced (from basic education to P.G. level)

- Success stories of women entrepreneurs from varied backgrounds should be published through textbook of schools and colleges and possible media should be used to project these role models effectively.

- In Coimbatore District there are educational institutions offering management courses. The government in collaboration with these colleges can overcome the constraint of lack of exposure, by proper refreshing of knowledge through entrepreneurship development programme, for women entrepreneurs. In this regard training programme may be arranged.

- The government policy makers have to re-evaluate the strategies on women's education and their entrepreneurial development and it should be planned and implemented in the educational institutions

- Successful women in the field of entrepreneurship have to help other women in starting and sustaining in their business whole-heartedly.
• Programmes of continuous basis have to be planned, and implemented for the benefits of women students in all the universities in our country to attract young women to take up entrepreneurial activity.

• Entrepreneurial Development Programmes may be taken by the students of National Service Scheme (NSS) of the colleges and universities to the women in the rural areas and enlighten them.

• Skill oriented training programmes of the various government and the NSS students, under the NSS scheme, can arrange other institutions.

• Associations of women entrepreneurs should assume responsibility of creating a greater awareness among young women. All associations throughout the country shall make similar efforts. These programmes can be linked up with other programmes of education

TO THE TRAINING INSTITUTIONS

• Natural talents of women entrepreneurs, their aptitudes, and capabilities can be multiplied through training programme to develop self-confidence, self-esteem, assertiveness, courage and risk.

• Training programme should be designed in such a manner that women entrepreneurs can be benefited to utilize their strengths and overcome their weakness.

• Training programme may be arranged with special assistance for selection procedure/service so that women entrepreneurs can be in a position to perceive and respond to various profitable opportunities.

• For effective sustainable development and technology transfer for women entrepreneurs, proper training based on scientific inputs, suitable product ideas.
product identification, market survey, project formulation and necessary approvals from the government at the right time with less legal formalities, soft recovery rules are of utmost importance.

- There is an urgent need to educate women for undertaking entrepreneurship and for stressing benefits of entrepreneurship. This awareness can be achieved through conferences, seminars, special training Programme, refresher courses, awareness camps and other related activities by the training institutions.

- To support and supplement women entrepreneurship, it should be in the form of training, skill up gradation, managerial skills, production and marketing along with development Programme like health and nutrition, women and child welfare schemes.

- Generation of knowledge for women engaged in dairying through training Programme can be with a broader interest of augmenting productivity of livestock and generating supplies, income for the women dairy entrepreneur.

- Managerial and technical guidance may be extended to women entrepreneurs through orientation Programme. This can be done with the help of SISI, and DIC and other similar agencies working in this field.

- Training institutions can be spread over to all most all villages to provide better training to the entrepreneurs especially for rural Women entrepreneurs.

**TO THE GOVERNMENT**

- In Coimbatore potentialities of women entrepreneurs are not properly identified. Hence the government and other agencies should conduct programme to identify the potentialities of women who could become entrepreneurs in the future.
- At the district level, a separate women's organization can be formed so as to take into all aspects of women entrepreneurship development. This organization can help women entrepreneurs in fulfilling their requirements of financial assistance, marketing aid, obtaining subsides, concessions, technical know-how, raw material assistance, conduct of market surveys to assess the feasibility counseling, follow up guidance etc.

- Involving women in policy formulation and decision making

- Promotion of women entrepreneurship as an important and valued component has to be taken care of. Women entrepreneurship research and application from time to time have to be documented.

- To become a source of stimulation the women as well as the society are to be highly motivated. Stimulation is partially a responsibility of organizations (government and non government) and partially women themselves.

- To make women entrepreneurship development sustainable a constant reinforcement is required. Though it is necessary to help them, to initiate their enterprise, a constant follow-up and liberal financial support should be ensured to enable them in functioning and smooth running of their enterprises.

- Efforts should be made to locate entrepreneurial potentialities amongst housewives and opportunities may be provided to them.

- Legislation aimed at safeguarding against discriminatory practices should be properly implemented.
• Access to information on entrepreneurs should be provided in a large measure for all women throughout the country. Special efforts have to be made by the central and state government for this purpose.

• In this connection the government reservation policy for studies, employment, fiscal and financial incentives can be enhanced so as to encourage more women to enter into business.

• The local government can look into the problems and provide needed assistance through cooperative sector or provision be made to provide land/shed to deserving women entrepreneur on priority basis. (Like the industrial estate)

• Government could improve publicity regarding the incentives /concessions and organize more awareness programme to rural women entrepreneurs through the various media and communication. Persuade women to form themselves into SHG and make use of micro credit efficiently.

• Permission may be granted to women entrepreneurs to run their industrial units from home especially the non-polluting enterprise.

• Efforts can also be made in the direction of simplification of the procedures, formalities, rules and regulations required to be fulfilled by the women entrepreneurs in all the matters starting from registration of their units, until marketing of their products and seeking assistance, subsidies, concessions, relief from different departments, bank and government sponsored organizations involved in providing variety of services to women entrepreneurs

• For strengthening the marketability of products of women’s industrial units the government and industrial promotion agencies in Coimbatore can jointly set up a
marketing department with professionally qualified persons who have the aptitude of
industrial development, and dedication to the cause. This marketing department
should see to the successful conduct of marketing activity and marketing research.
New product requirements of the market should be imparted to the women
entrepreneurs through orientation and training programme.

• Export promotion possibilities are to be created for the women entrepreneurs through
an active involvement and encouragement of the government. If viable demand in the
foreign market is traced out in Coimbatore District the women's units can make full
use of their production capacity.

• To promote women entrepreneurs effectively integration of government's supporting
agencies in providing inputs and marketing of finished products is necessary.

• Central and state governments should assist women entrepreneurs to participate in the
international trade fairs, exhibitions and conferences.

• More attractive schemes should be launched for women entrepreneurs and these
schemes must be properly advertised. Timely awareness should be made regarding
any changes in policies pertaining to industries and this may be brought to the
knowledge of women entrepreneurs immediately.

• More and more industrial estates are to be set up in different parts of the district by
the government giving priority to women entrepreneurs

• Women SHGs are a new avenue for women entrepreneurs, which are
popularized by the state governments.

TO THE FINANCIAL INSTITUTIONS

• Finance should be made available to women entrepreneurs at a reduced rate of
interest. Collateral security should be done away with in the case of women applicant
of small-scale industry. Margin money for women entrepreneurs should not be more than ten percent.

• Commercial banks and similar financial institutions should be given directives by the government to sanction loans for the working capital requirements of women's units at subsidized rate, by giving top priority to them.

• Hence, the procedures and formalities of bank should be simplified and the required documents should be minimized. Moreover all the documents shall be in the regional language.

• It is suggested that financial institutions should sanction of an application received from women entrepreneurs for financial support in the form of a loan and banks within a period of say one month. The genuineness of the application should also be thoroughly verified as to ensure that the assistance is not misutilised. Periodical, on the spot inspection by the staff of the financial institutions and banks is also recommended.

GENERAL

• Women entrepreneurs Day can be celebrated giving wide popularity that would encourage new entries.

• As more investment and experience is required to run the industry, it is desirable that women should think of going in for joint ventures partnership and private limited companies and SHG's seems to be best suitable alternative than taking up independent units.

• Wide publicity through different media, conferences, seminars and other related activities must be conducted to educate and stress the need for more women
entrepreneurs. This goes a long way for rapid industrialization and also making women entrepreneurs as potent and dynamic forces to recon with.

- In order to build up loyal efficient and committed workforce, small business owners must pay adequate attention to hiring, training and employees development activities and undertake systematic human resource management practices on a long-term basis.

- The small-scale women entrepreneurs must start professional management practices in their units. The challenges come from globalization of the economy, which presents a constantly shifting kaleidoscope of competitive pressures and opportunities.

- It is suggested that the women entrepreneurs who may go a long way to improve the efficiency of the workers should formulate an effective incentive system.

- It is also suggested that certain common facilities like medical, education and training be provided in such a way that every potential women may get the required help.

- Successful women in the field of entrepreneurship have to help other women in starting and sustaining in their business whole-heartedly. Therefore there is an urgent need on the part of the women entrepreneurs to rise to the occasion and grab the opportunities so that they themselves can provide help to their own community.
AVENUES FOR WOMEN ENTREPRENEURS

A change on the part of society's mindset is very much favored. If society at large accepts women as entrepreneurs, then there would be an increasing flow of women entrepreneurship. Women should become very tough in order to deal with the outside world. The women can venture in any area of business and industry depending on their interest and area of specializations. This is decided by their educational and family background, social status, income level, nature of training, technical knowledge, entrepreneurial background, and so on. Women should prefer setting up home-based business.

- Now-a-days protection of environment against plastic is an emerging problem for which NGO's try to find a permanent solution by training women folk to prepare paper cups, paper plats, paper bags, and paper covers.
- Interior decoration is considered one of the components for attracting customers. Women with personal talent and taste, this service industry can be developed.
- Establishment of Beauty Parlours is a new innovative activity, which is going on both in the urban and the rural centers very successfully which is a very attractive service industry for women.
- Women health clubs and fitness centers are another new field in the urban areas.
- Doll and soft toys making is considered another profitable venture for women. In certain colleges training is provided to the women students in this venture. So that they would gain a confidence in carrying out this activity commercially.
- Indian climate is suitable for growing vast varieties of food grains. Food processing would also earn the nation as much need foreign exchange as possible.
• People have become more health conscious there by entering into an era of portable bottled water would finding its place in almost all general stores. Many small-scale women entrepreneurs can find business opportunities in this fast growing market.

• E-commerce related business is poised for exponential growth in early 21st century. This service industry is expected to grow in leaps and bounds in the near future. In which women have prosperous future.

• In recent days courier service both in the organized and the unorganized sector, ensure a promising future for the women.

• Investment in telecom sector by government and private companies will throw open many opportunities for small, medium and large-scale enterprises in which women can excel.

• The world wide herbal market is ready with its growing demand. Biology students with plant science can have a bright future in this herbal product production.

• Changes in fashion demands new types of ready made garments, demand for blouses, churidars, and other such dresses are in great need which can be tapped by women entrepreneurs.

• Computer aided designing

• Electronic goods manufacturing.

PARTICULARLY FOR LESS EDUCATED WOMEN

• Agarbatti manufacturing

• Papad making

• Embroidery both hand and machine

• Handicrafts
• Catering services
• Pickle manufacturing

FOR EXPORT PROMOTION

• Leather products
• Food processing
• Gem and Jewellery
• Software exports
• Cultivation of medicinal plants
• Vermiculture
• Floriculture
• Fish culture

Hence there are a lot of business opportunities, which are waiting to be tapped by potential as well as the existing women entrepreneurs.
V. 2 FUTURE RESEARCH PROGRAM

• Research efforts are needed to look into the orientation and motivational patterns of technical and professional graduates and to find out the strategies, which can increase the entry of this segment into entrepreneurship.

• Entrepreneurship amongst women is primarily an urban phenomenon. Future research should be aimed at finding out the reasons behind the lesser number of rural women joining entrepreneurial career.

• A comparative study of business environment across various districts in the same state will facilitate or inhibits spirit of women entrepreneurship needs to be carried.

• A comparative research study of various industries, which will facilitate and are suitable for women entrepreneurs will guide them to choose their right type of industry.

• The effect of joint family or nuclear family system on entrepreneurial pursuits of potential women entrepreneurs needs to be researched in details.

• Strategies that need to be adopted to divert the salaried women personnel possessing entrepreneurial, traits for taking up entrepreneurial career needs to be researched.

CONCLUSION

Entrepreneurship among the women has been a matter of recent concern. The growing percentage of women now are coming into business and are no longer fulltime home makers but have taken the challenges of entrepreneurship and career proving the changing nature of women in this 21st century. Though now the structure is shifting, but many of the barriers may still exist. A woman entering into business is nurtured and
fostered by family and friends at the outset. From this sheltered atmosphere when she comes into contact with other entrepreneurs, and her counter parts, she is baffled with a whole lot of questions such as the new atmosphere of the organizations, labour force, customers and the like. Some times she is made to feel discriminated either favorably or unfavorably.

In India, men generally take the lead in the entrepreneurial world. With the change of time as well as cultural norms and an increase in the rate of literacy; women have increasingly entered into the field of entrepreneurship. There has been significant growth in female self-employment with women starting new ventures at a faster pace. Economic status has given way to an increase of social status that has and thereby empowered women. In the present scenario due to modernization, urbanization, globalization, and economic development with increasing awareness of the development of mass media communication women are now seeking gainful employment in several fields. Women are entering into entrepreneurship even amidst of Socio-cultural, economic, technical, financial, and managerial difficulties.

The myth that women lack entrepreneurship or entrepreneurial motivation has now been explored. It is now reasoned that what they lack is not innate will and inclination nor motivation but the supportive climate where their motives to excel are challenged, their vision for action sharpened. The hidden entrepreneurial potential of women has gradually been changing with increasing sensitivity to their role and economic status in the society.
It is said that when a man starts a business venture it is only he who becomes the entrepreneur where as when a women takes an entrepreneurship the whole family changes into an entrepreneurial class in their behavior. Hence if the aim is to increase “entrepreneurs in the society” one should promote entrepreneurship among women, and the nation would move forward in leaps and bounds.

“When Women move forward, the family moves, the village moves and the Nation moves”

_Pandi Jawaharlal Nehru._