In this chapter, the existing literature on women entrepreneurs has been reviewed. Various studies are carried out on women entrepreneurs all over the world with different perspectives, but only few important studies are reviewed thoroughly. This review would facilitate researcher to have comprehensive knowledge and identify the gap that exists in the research area. An attempt has been made to present brief resume of available literature on different aspects of women entrepreneurship relevant to the proposed study. The literature review on different dimensions of topic under study is presented in the following heads:

2.1 Studies on Socio-Economic Characteristics of Women Entrepreneurs
2.2 Studies on Financial Status of Women Entrepreneurs
2.3 Studies on Decision Making Status of Women Entrepreneurs
2.4 Studies on Social Status of Women Entrepreneurs
2.5 Studies on Awareness Level of Women Entrepreneurs
2.6 Studies on Problems of Women Entrepreneurs

2.1 Studies on Socio-Economic Characteristics of Women Entrepreneurs

Several studies on entrepreneurship development highlights the socio-economic characteristics such as age, gender, family income, family occupation and individual background, such as education and prior work-experience have an impact on entrepreneurial intention and exertion (Basu & Virick, 2008). There are two key demographic characteristics, education and work-experience, that underlie the concept of human capital. The knowledge gained from education and work-experience represents a resource that is heterogeneously distributed across individuals and is thus central to understanding differences in opportunity identification and exploitation. Therefore, socio-economic background of women entrepreneurs has relationship to the type of business activities they are engaged in. Consequently, an attempt has been made to review some of the earlier works done on the socio-economic characteristics of women entrepreneurs.

A study revealed that in India, very few women opt for entrepreneurship as their profession as they carry more responsibilities at household front. Less educated women select jobs like that of a sales girl, telephone operator, tailoring and beauty parlors. Better educated women go for professions like academics, medicine, law, manufacturing, etc. Study states that women from joint families tended to experience
less role stress than women from nuclear families; probably they shared their problems with other family members (Surti, Sarupria, & Dalpat, 1983).

Women play multiple roles and they are left with less time to devote to their businesses. Their duties are given priority as a wife, mother, daughter-in-law and daughter of the family. Duties as owner of small business come last in order of priority. Trying to cope up with the home front and work units is exceptionally demanding (Rao & Rao, 1985).

In India women entrepreneurs emerge mostly because of the ‘push factors’ i.e. responsibility thrust on them. In western societies, women in service tend to become entrepreneurs because of job discrimination, constraints on promotion, sexual harassment at workplace, influence of mentors and mass media communication (Berns, 1986).

The emergence of entrepreneurs in a society depends to a great extent on the economic, social, religious, cultural and psychological factors prevailing in the society (Singh, 1986).

Age does not have a direct bearing on entrepreneurship, but yet mostly middle aged and young women become entrepreneurs, because the concept itself is a recent phenomenon. Women entrepreneurs are generally found to hail from middle class (Vinze, 1987).

A research study discovered that women who ventured into business primarily had to keep themselves busy. 85.5% of them were married, 65.2% were in age group of 36 to 45 and 1.7% had children above age of 10 years. They had given preference to manufacturing industry (66.6%) as compared to service industry (18.8%) and trading (14.6%) (Tinani, 1988).

In developing countries, particularly women often enter in business without prior work- experience. On the other hand, in developed countries a high proportion of women entrepreneurs enter in business with past experience (Watkins & Watkins, 1988).

A study states that no generalization has been made regarding the family background of women entrepreneurs. They seem to be coming from mixed background. In fact, there was a time when women were not welcome in family businesses at all, except as office workers (Hugron, 1989).
A study conducted on entrepreneurship development in rural areas found that 80 percent of female were totally illiterate, 13 percent of them had education up to primary level, 5 percent up to middle school level, 1 percent of the respondents had education up to secondary level and only one percent were graduates (Kondaiah, 1990).

The study exposed that majority of women entrepreneurs belonged to Hindu religion and 60% of them had taken formal training. As far as the age of women entrepreneurs were concerned, majority was young and had all time to pursue their venture (Chander, 1991).

A study on women entrepreneurs in readymade garments in Ernakulam district of Kerala covered 80 women entrepreneurs; 92 percent of them were sole proprietors of the units. All of them were married and in the age group of 30-35 years. All units earned profit. It was observed that women entrepreneurs, who had undergone special training in tailoring, could earn higher profits because they could cater to the changing demands of the market (George, 1991).

A study revealed that 7 percent of the entrepreneurs were functionally literates, 64 percent of them had education up to secondary level, 6 percent of them completed their higher secondary level education 21 percent were graduates and only 3 percent had professional qualification (Jayshree & Sugirthavthy, 1991).

A study states that 26 percent of the women entrepreneurs had monthly family income up to Rs. 3000. 29 percent of them had Rs. 3001-7000 per month, whereas 39 percent of the respondents’ monthly family income was Rs. 7001-10,000/- and only 6 percent of them had Rs. 10,000-15,000/- as their monthly family income (Jayshree & Sugirthavthy, 1991).

In a study on entrepreneurial success and profiles of women entrepreneurs in Madras and Pondicherry revealed that 12 percent of women entrepreneurs belonged to age group of 20-30 years, 44 percent belonged to 31-40 years age group, whereas 36 percent belonged to the age group of 41-50 years and only 8 percent of the women entrepreneurs belonged to the age group of 51-60 years (Jayshree & Sugirthavthy, 1991).

A study exposed that 68 percent of the trained rural women had primary school education, 21 and 11 percent were having middle and higher secondary level education respectively (Mahale, Gavimath, & Varghese, 1991).
Different studies conducted on women entrepreneurs shown that entrepreneurship is not a special privilege for the educated, for the women with no formal education or training many venture into business and prove to be successful (Rani, 1991).

A case study of women entrepreneurs in Coimbatore district revealed that out of the total 30 respondents, 13 were getting Rs. 1000 to Rs. 3000 income from their traditional enterprises like tailoring, food processing, etc. whereas the units like beauty parlour, computer unit, etc. brought fourth appreciable returns to nine entrepreneurs and their income range was Rs. 3000 to Rs. 6000 and above (Mangai & Leelavathi, 1992).

Urges and factors impinging on and influencing the process of the birth and growth of women enterprises are no different from those affecting men entrepreneurs due to various factors. These factors can be broadly classified under two categories, namely, ‘pull factors’ and ‘push factors’. Under the first category, the women entrepreneurs choose a profession as a challenge and adventure with an urge to do something new and to have an independent occupation. The other category of factors forces women to take up business enterprises to get over financial difficulties due to family circumstances. However, the latter category forms negligible percentage of the total women in business. Only a few of the enterprises promoted by the women in her sample can be regarded as an extension of Kitchen activities- the three Ps Viz. Pickles, Powder (Spices) and Papad, with which women entrepreneurship is popularly identified (Singh, 1993).

Men often have experience in manufacturing, finance or technical areas. Women in contrast usually have administrative experience, which is limited to the middle-management level, often in more service-related areas as education, secretarial work and retail sales (Hisrich & Peters, 1995).

In a study researcher selected 100 enterprises with investment more than Rs 50,000 with minimum two employees. The results pointed out that 10% of the women entrepreneurs were unmarried, 80% were married, 3% were separated and 7% were widows (Rani, 1996).

A study carried out with the help of 100 samples of women entrepreneurs on socio-economic background of women entrepreneurs investigated that that majority of women entrepreneurs belonged to nuclear families. Irrespective of the fact that they
had supportive families and husbands which made home management easy, the women seemed to give priority to their families rather than to their enterprises. They tended to prefer micro-enterprises as they could be managed together with discharge of their domestic responsibilities (Rani, 1996).

A research reveals that 56% of the women were unemployed. Hence, development of women entrepreneurship is essential to provide economic opportunities to women (Manickavel, 1997).

A survey conducted on agricultural enterprises owned by women farmers in Botswana revealed that 53 percent of the respondents belonged to the age group of 41 years and above, 25 percent were in the age group of 31-40 years and 22 percent of the respondents were in the age group of 21-30 years (Squire & Ntshaliki, 1998).

A study revealed that 42 percent of respondents had secondary school level education, 40 percent had primary school level education and only 4 percent of the respondents never attended school (Squire & Ntshaliki, 1998).

A study conducted in Haryana reported that women are entering the field of entrepreneurship in increasing numbers and they do so in the face of many obstacles. Despite numerous barriers, they demonstrate a strong determination to succeed. They contribute to bring prosperity to themselves, their families and to the economy in general. Business ownership provides women with the independence they crave for. The society also needs to undergo an attitudinal change with regard to the role of woman as entrepreneur. A result also states that majority of the women entrepreneurs were graduates (Dhameja, Bhatia, & Saini, 2000).

A study conducted on rural women entrepreneurs in Tamil Nadu revealed that 37.5 percent of women entrepreneurs belonged to age group of 18-30 years, 45.7 percent of them belonged to age group of 30-50 years and only 16.8 percent of the women entrepreneurs belonged to 50 and above age group (Kaur, Annadurai, & Sharma, 2000).

A study reported that 43 percent of respondents were agricultural labourer, agriculture (39%) and 19 percent belonged to non-agriculture category which consists of both government employee and business sector (Kaur, Annadurai, & Sharma, 2000).

In a study on rural women entrepreneurs in Tamil Nadu found that 40 percent of the women entrepreneurs arrive from the families whose annual income was upto
Rs. 12,000, 29 percent of each were from the families whose annual income was Rs. 12,000 to Rs. 20,000/- and Rs. 20,000/- to Rs. 50,000/-. Only 2 percent of them had family annual income of Rs. 50,000/- to Rs. 1,00,000/- (Kaur, Annadurai, & Sharma, 2000).

A survey revealed that nowadays with changing times educated women especially in developed countries are giving preference to entrepreneurship (United Nations Statistics Division, 2000).

A study conducted on women entrepreneurs in twin cities of Hyderabad and Secundrabad revealed that majority of the respondents were graduates (Arvinda & Sharma, 2001).

Entrepreneurship is a concept assumed to be sex-neutral. Even then, in India, women entrepreneurship is still in its infancy. This is because women entrepreneurs are not easily accepted by Indian society (Moitra, 2001).

The socio-economic and demographic characteristics have a significant impact on the involvement of women entrepreneurs, particularly when it comes to venture management. Many of them received help from their family members, particularly the male members, in carrying out various kinds of work (Kalyani & Chandralekha, 2002).

In an empirical study conducted on role of self-help groups in promoting micro enterprises through micro credit revealed that 38.9 percent of the respondents were educated upto middle school followed by primary school (17.8%), high school (12.2%), 2.2 percent of them were graduates and illiterates formed 5.6 percent (Kumaran, 2002).

A study conducted on the entrepreneurial development in Andaman and Nicobar Islands revealed that 40 percent of the respondents were illiterate, 35 percent were able to read and write in their mother tongue, 20 percent were literate and 5 percent of them were technically qualified (Rajendran, 2002).

A study reported that as far as the main occupation of the head of the household was concerned, 54 percent of them were non-agricultural workers, 18 percent were agricultural workers, and 8 percent of each was workers in the dairy farming and employees in public private/cooperative sector. The rest 12 percent were self-employed mainly doing the business of grocery shop (Rani, 2002).
Development of business gives women freedom of choice, autonomy, confidence and self-fulfillment within the constraints of her culture, relationships and family responsibilities. Women hold positive attitude towards sharing ownership to encourage growth (Bhatia & Batra, 2003).

In a study on entrepreneurial orientation of educated unemployed rural youth revealed that 41.7 percent of the respondents had family size of 5-6 members followed by 28.4 percent had family size of 7-8 members and 20.44 percent had family size of upto 4 members. Only 8 percent and 1.3 percent of the trained educated unemployed rural youth had family size of 9-10 and above 10 members respectively (Jhamtani, Sharma, Singh, Singh, & Chibber, 2003).

In a study on entrepreneurial orientation of educated unemployed rural youth revealed that about 55.11 percent of trained educated unemployed rural youth belonged to the age group of 18-23 years, 32.88 percent of belonged to 23-29 years followed by 12.32 percent belonged to age group of above 29 years (Jhamtani, Sharma, Singh, Singh, & Chibber, 2003).

A study conducted in Delhi on women entrepreneurs reported that 40 percent of the respondents were graduates and 40 percent of the respondents belonged to age group of below 30 years (kumar, 2003).

A study conducted on entrepreneurial behaviour and market participation of farm women in Bangalore rural district and revealed that majority of the respondents’ belonged to young age group (Anitha, 2004).

Women constitute almost fifty percent of the human resource of our country. They have been assigned multiple roles, from house to society. They toil endlessly fulfilling economic contribution but much of their work has been described as invisible (Chavda & Rachchh, 2004).

Women entrepreneurs are spreading their wings to higher levels, namely engineering, electronics, business and energy. Today, no field is unapproachable to trained and determined modern Indian women. But still it cannot be said that the women entrepreneurship movement has taken off full ground and it was felt that the movement was still in a transition period. Commercialization and modernization of economy have gradually eliminated their inhibitions in taking up odd jobs. Change in attitudes has thus enabled them to find ways of supplementing their family income. As a result, a section of urban women has emerged as potential entrepreneurs (Mattu,
Education empowers women and gives them the opportunity to earn their own livelihood. Earlier many women with higher education and academic degree did not consider entrepreneurship as a career opportunity because education gave them access to more interesting and better-paid occupations (Minniti, Arenius, & Langowitz, 2004).

Women entrepreneurs tend to be motivated by the need to provide security to their families and their family circumstances. Women entrepreneurs are motivated by the need to be independent, economically and otherwise. Entrepreneurship allows women to combine caring for their family with bringing in the money needed for day-to-day survival. This trend has also been visible in several Asian countries including Indonesia and Singapore (Mitchell, 2004).

A study on entrepreneur’s perception about success factor revealed that majority (66%) of the entrepreneurs had business background followed by 18 percent of their families depended on employment in private or government sector. Remaining 16 percent of them were from agriculture background (Nandgopal & Chinnaiyan, 2004).

A case study conducted on impact of self-help groups on income and employment generation revealed that 67.3 percent of the selected women members belonged to the age group of 26-40 years and 11.9 percent belonged to the age group of upto 25 years (Gangaiah, Nagaraja, & Vasudevulu, 2006).

In a case study conducted on impact of self-help groups on income and employment generation revealed that 35.6 percent of the women members were illiterate and 64.4 percent of them were literates (Gangaiah, Nagaraja, & Vasudevulu, 2006).

A study revealed that the average size of the women family members was 5-6 members consisting of 2-3 children and 3 adult persons on an average (Gangaiah, Nagaraja, & Vasudevulu, 2006).

An empirical study was conducted among 135 women entrepreneurs in Chandigarh to analyze the reasons for starting business, perception regarding their success in business and quality attributed to their success. The study revealed that women were ready to face the challenges associated with setting up of business. Papad, pickles were the things of the past, now with new and innovative business,
women entrepreneurs were fast becoming a force to reckon with in the business world. Women were not into business for survival but to satisfy their inner urge of creativity and to prove their capabilities. Women education was contributing to a great extent to the social transformation (Malik & Rao, 2008).

Large family size further exacerbates this issue and living in a joint (as opposed to a nuclear) family system may mean additional responsibility without additional assistance, although this is not always the case (Tambunan, 2009).

A research states that unmarried females are also facing similar problems with parents being concerned for their daughters’ future “marriage prospects” if they are perceived as independent and domineering in a society that values a female’s shyness and “meekness” in short, a society in which her submissive nature is seen as her biggest asset (Modi, Simpson, Singh, & Okafor, 2010).

2.2 Studies on Financial Status of Women Entrepreneurs

Financial status depicts the overall financial image of business enterprise. Investment in business enterprise may be raised from several sources like own contribution, borrowed from banks, borrowed from friends/relatives and private money lenders. The investment pattern also varies with scale and size of business enterprise and return on investment generally depends on the proper functioning of business enterprise and it is one of the measuring yards of the performance of business enterprise. Therefore, several studies have been reviewed below in relation to different aspects of financial status of women entrepreneurs.

Unemployment is one of the compelling factors that have driven most of the women entrepreneurs to industrial ventures. Encouragement by the family and the success stories of other entrepreneurs were the most important factor facilitating entrepreneurship. Another reason for a woman to become an entrepreneur was ambition. The desires to earn money and to engage one fully were also the decisive factors. Independent economic status was one of the reasons, which led women into industry (Pillai & Anna, 1990).

A study was conducted on women entrepreneurship in Kerala. A randomly selected sample of 102 women entrepreneurs in the Ernakulum-Kochi area was surveyed. Their objective was to find the social, political and economic factors that prevented entrepreneurship development. The study showed that entrepreneurs were
dependent on financial support from the State and familial assistance was used only as a secondary source of help. Yet, women had cited family support and encouragement as the highest facilitating factors for them to do business (Pillai & Anna, 1990).

A study conducted on major features of the successful entrepreneurs revealed that personal savings, family money and bank loan were the main source of finance for the entrepreneurs to start their venture. The study also revealed that entrepreneurial experience and implementing new ideas were the main factors which contributed for the success of an entrepreneur (Ovidiu, 1994).

The majority of the women entrepreneurs provide all the required start-up capital themselves; therefore most of them rely on personal and family savings or borrowings from friends and relatives (Hisrich & Peters, 1995).

A study shows that more than 50 percent of the women used their own funds or funds borrowed from their spouse or family to set up their business (Das, 2000).

A case study on financing of small scale automobile and hardware retail entrepreneurship revealed that for the starting up of their enterprises commercial banks (30.86%) were the major source of finance followed by moneylenders (26.45%), personal and family savings (17.64%) and cooperative banks (13.23%). The study also showed that moneylenders (37.70%) were the major source of finance at the emergency stage for an entrepreneur followed by commercial banks (27.87%), friends and relatives (20.49%) and savings scheme (4.92%). For the expansion of the enterprise commercial banks (33.79%) were the main source of finance followed by moneylenders (28.96%), friends and relatives (19.31%) and disposal of personal property (7.59%) (Honakeri, 2002).

Entrepreneurial women still constituted only a small percentage of the total self-employed population in the developing countries. Majority of them had low initial investment and 100 percent of the investment was made out of their own effort. The major problems faced by these women were lack of funds for initial investment, lack of knowledge of procedures for acquiring loans, non-implementation of existing policies, etc. (Manimekalai, 2002).

A study conducted on entrepreneur’s perception about success factors and reported that hard work was reflected as the key factor for the success with mean score of 4.76 followed by support of family members (4.58) and self-confidence (4.54) and the study also revealed that important facilitative factors for starting the
enterprise as perceived by the entrepreneurs were high demand for the product with the mean scores of 4.64, followed by local advantage (4.14) and family source of finance (4.06) (Nandgopal & Chinnaiyan, 2004).

In India, very few women entrepreneurs are in the big enterprises. They are mainly concentrated in the Small Scale Industries (SSIs) and Micro Enterprises. The various constraints in business and the family responsibilities limit them to start the business at large scale (Chattopadhyay, 2005).

A study reported that about 33 percent of the respondents received loan amount of less than Rs. 5000/-, 37 percent of them received loan amount of Rs. 5001 to Rs. 10,000/-, about 26 percent of the members received loan amount of Rs. 10,001 to Rs. 20,000/- and only 8 percent of the members got loan amount of Rs. 20,000 to Rs. 40,000/- from the banks (Gangaiah, Nagaraja, & Vasudevulu, 2006).

2.3 Studies on Decision Making Status of Women Entrepreneurs

Decision making is a dynamic factor for the success of small business enterprises. For a small business owner, individual decision regarding the manpower recruitment, marketing, selling and other financial decisions have much more impact than on a large company. Decisions based on a foundation of knowledge and sound reasoning can lead the company into long-term prosperity; conversely, decisions made on the basis of inconsistent logic, emotionalism or incomplete information can rapidly put a small business out of command. Ultimately, what drives business success is the quality and power to take various business decisions and their implementation. An effort has been made to review some of the previous studies conducted on the decision making status of women entrepreneurs.

It was concluded from the review of existing research that women’s business leadership cannot be understood using traditional (male-oriented) framework of business analysis. “Significant differences have been found in skills, business goals, management styles, business characteristics and growth rates. These variations suggest that women perceive and approach business differently than men” (Brush, 1992).

A study carried out to find out “motives and characteristics of successful women entrepreneurs”. The study was conducted on 40 women entrepreneurs who have taken assistance from the SISI, Okhla and the Apparel Export Promotion
Council (AEPE), Nehru Place. These findings of the study point out that the women entrepreneurs have various motives for establishing an enterprise. The prime motives are “fulfillment of ambition and pursuit of own interest”. Most of them feel that the most important factor for success as an entrepreneur is “commitment to work”. These women entrepreneurs are willing to take high personal risks, but moderate risks in delegation of authority and responsibilities to employees. The findings further highlight that they have a great need for achievement, independence, orientation, ability for decision-making, future planning and good time management (Dhillon, 1993).

A study discloses that women take much more time in decision making. Since women are sentimental and guided by emotions rather than calculations, they cannot take quick and firm decisions which are very much needed in business ventures. Moreover, they are not very independent; therefore in decision making they are very much guided by others. This is also seen that women are not very aggressive; hence lack emotion stability in dealing the business issues (Sharma, 1994).

A SWOT analysis of women entrepreneurs in Tamil Nadu was conducted. The study reveals that women entrepreneurs were confident of overcoming the minor weaknesses and threats by utilizing their major strengths and opportunities (Charumati, 1997).

A study was conducted on 40 women entrepreneurs of Haldwani and Pantnagar cities of Uttar Pradesh to ascertain the motivating factors, constraints and entrepreneurial traits of women entrepreneurs. The study reveals that lack of technical know-how, excess work responsibility, poor knowledge about various institutions and Government programmes, unfavorable family attitude and lack of confidence in their own abilities as major constraints faced by the women entrepreneurs (Gupta & Inderjeet, 1997).

The link between women entrepreneurship and greater decision making ability needs to be carefully studied in relation to intra-household power relations. Often, women’s income contribution to the general pool of family resources is hardly recognized. Attempts to measure decision making power relied on the four indicators of earnings i.e. relative absolute personal spending, relative proportional personal spending of the income shares and relative personal leisure hours (Anbarci & Cinar, 2000).
A study reveals that the women entrepreneurs of eastern Uttar Pradesh struggled against many odds namely traditional culture, low economic opportunity, low special accessibility and the personal characteristics namely shyness, lack of achievement, motivation, low risk-taking, low education level, unsupportive family environment, lack of information and experience, problem of liquidity and finance (Singh, 2000).

Women entrepreneurs had certain qualities like risk taking, innovativeness and self-confidence. The qualities of an entrepreneur in raising enterprise and their functioning leads to economic development of a country in different ways depending on how much innovative she was in carrying out the venture (Singh, 2004).

The characteristics of women entrepreneurs include: strong desire for independence, innovation, risk-taking, resourcefulness, business skills, knowledge and networks. Business knowledge includes knowledge of top players in the industry, knowledge of product range and market trends. Business skills include technical and managerial skills which could be acquired through training, seminars and workshops. Experience could be acquired through formal education and business knowledge (Salman, 2009).

2.4 Studies on Social Status of Women Entrepreneurs

Social status refers to the honour or esteem attached to one’s position in society. It may also refer to a rank or position that one holds in a group, such as son or daughter, playmate, pupil, etc. One’s social status is determined in different ways. One can earn his or her social status by his or her own achievements; this is known as achieved status. Alternatively, one can inherit his or her position on the social hierarchy; this is known as ascribed status. An ascribed status can also be defined as one that is fixed for an individual at birth, like sex, race, and socio-economic background.

According to Davis, “status is a position in the general institutional system, recognized and supported by the entire society spontaneously evolved rather than deliberately created, rooted in the folkways and mores”.

Accordingly, review of several studies related to social status of women entrepreneurs in different business enterprises at different locations have been briefly described further.
A study suggested that family is a fertile training ground for subsequent business ownership and this is being witnessed in developed countries where there has been a marked growth in the second generation female entrepreneurs. Women who have been in business for many years are now encouraging their daughters to take over the businesses (Godfrey, 1992).

In case of Kerala, even though the indicators of social development of women are remarkable, the same degree of achievement is not recorded in the economic front as employees and entrepreneurs (Koshy & Joseph, 2000).

A study reveals that in Kerala, the majority of the women entrepreneurs (32%) had a high respect in the family, even before they became entrepreneurs but in Tamil Nadu a greater percentage (56%) had no respect. Their position had changed after becoming entrepreneurs. 73 percent in Kerala and 97 percent in Tamil Nadu were getting very good respect in their family and in this case also the percentage was very high in Tamil Nadu (Santha, 2007).

A study conducted in Kerala and Tamil Nadu discloses that 28 percent of the respondents in Kerala had a high respect being a women entrepreneurs whereas, 84 percent in Kerala and 97 percent in Tamil Nadu were getting very good respect in the society after becoming entrepreneurs. Even after becoming entrepreneurs, their involvement in social activities was not improved much. Only 23 percent in Kerala and 20 percent in Tamil Nadu were actively participating in social activities (Santha, 2007).

2.5 Studies on Awareness Level of Women Entrepreneurs

Awareness level of women entrepreneurs towards various schemes, policies and financial institution contribute towards the smooth functioning of business enterprises. Women entrepreneurs should have excellent awareness of governmental agencies and financial institutions for the effective utilization of the various schemes and facilities offered by them. Researchers have conducted several studies in this domain from different perspectives and reviews of few studies have been enlisted further.

A study states that many times women entrepreneurs are not fully conversant with the various laws, government agencies, formalities and regulations prevailing in
their state. Many of them are unfamiliar with market techniques or do not possess the experience and ability needed to expand their businesses (Vinze, 1987).

A study conducted to analyze the status of self-employed women in rural areas revealed that economic activities through which the income of the women will be increased have to be identified with great care. They have to be in consonance with time availability with family roles and with their awareness levels. Traditional occupations can be exchanged for the new technological based employment for women entrepreneurs. Use of Information technology and also scientific processes can enhance economic activities in the rural areas. The women need to be trained by the government for the same. Policies that encourage the training through government agencies can cover both male as well as the female business contenders (Jumani, 1991).

Women also have to be profitably employed is not merely an economic necessity, it is a social necessity. He adds that credit is necessary but it is never enough. It is never enough in the sense that there are people who did not have the knowledge of markets, who do not understand the modern world, whose technology is stunted, whose knowledge of even ordinary account keeping is poor. Somebody has to guide them into doing the right thing (Patel, 1992).

The study conducted on role of financial and human capital of household member to pursue self-employment among females revealed that business knowledge and cooperation of husband in family matters contribute a lot to pursue the business. Further finding suggested that government should provide necessary skill to women to ensure rapid growth of entrepreneurship (Caputo & Dolinsky, 1998).

A study discussed the critical imperative for introducing incentives for encouraging academic entrepreneurship in India. The author also focused entrepreneurship education as a powerful engine, for the improvement of economy. The author also mentioned about poverty and no using the brains and brain drains. Creating opportunities for the young and educated within the country will give them an employment, as well as create greater opportunities for others (Tripathy, 2004).

A study was conducted on ‘Constraints Faced by Women Entrepreneurs in Jammu’ on 240 respondents engaged in various industrial activities. The study suggested that the attitude of women entrepreneurs need to be reoriented towards the promotion of leadership qualities. The government has to take efforts to provide
market assistance, provision of land, create awareness of its schemes and assistance to women entrepreneurs (Parihar & Singh, 2006).

A case study of Jalana district of Maharashtra state on 50 rural women entrepreneurs found that dual role of women is the major constraint of women entrepreneurs followed by prejudice against women, male domination, lack of economic freedom, absence of family encouragement, problems of public relation, lack of exposure, no risk bearing capacity, lack of self-confidence and fear of social security. Out of the total respondents, the highest number of entrepreneurs did not have any knowledge of finance or the procedure of loan taking from the banks. They hesitated to go to the banks for inquiry about the loan for their businesses (Ahirrao & Sadavarte, 2010).

The governments are putting efforts in order to encourage female entrepreneurship in the country but many women are unaware of various schemes to promote their businesses (Itani, Sidani, & Baalbaki, 2011).

The awareness of various sources of schemes is low among women entrepreneurs. There is a need to increase the level of awareness. Modern communication media should be utilized to increase the level of awareness among women entrepreneurs. Entrepreneurial awareness may be created among women through seminars, symposiums and workshops. NGOs and Government-run training institutions should take better interest in providing information and running training programmes for women entrepreneurs and increase productivity and performance level (Parab & Hyderabad, 2014).

2.6 Studies on Problems of Women Entrepreneurs

Women entrepreneurs face a series of problems right from the beginning till the enterprise functions. Being a woman itself poses various problems to a woman entrepreneur. Some of the major problems identified are problem of finance, problem of marketing, manufacturing problems and labour problems. Accordingly, studies related to various problems of women entrepreneurs have been reviewed and enlisted ahead.

An exploratory study of 20 female entrepreneurs found that the major problem encountered by women entrepreneurs during start-up phase of business enterprise was
credit discrimination and the subsequent problem was underestimating operating and marketing costs (Schwartz, 1979).

A study conducted to analyze the effect of economic pressure on employment of married women reveals that married women with comparatively low economic background and having more financial burdens are coming for wage employment and undertaking other economic activities. Women who cannot be employed due to other responsibilities can be encouraged to use their skills by availing the policies of the government. The policies are run through a network of schemes that help them to financially support themselves as well as add up to the economy (Meyers, 1981).

The most of what is known about women entrepreneurs, their background, motivation for starting a business and business problems faced by them are based on studies of male entrepreneurs (Hisrich & Brush, 1984).

The study reveals that poor women prefer to expand only to the limits of their own labour and management capabilities on the assumption that their basic consumption needs have already been met (McKnee, 1989).

The training approach is an important one for helping women in non-traditional high skill, male dominated activities and also to build confidence among women to meet the specific needs. Intensified effort has to be taken to assess the social attitude, mentality, needs and abilities of the women and impart training (Kale, 1990).

A study on economic contribution of homemakers through household production in Nagpur city revealed that 51.25 percent home makers were not getting desirable price for their household production, whereas 2.50 percent of home makers expressed great physical and mental exertion. Non-cooperation of family members was the major problem for 12 percent of the respondents and 18 percent of them expressed difficulty in getting raw material (Nalini & Asha, 1990).

In a paper on ‘Promotion of Women Entrepreneurship-Training Strategies’ states that Indian women find it increasingly difficult to adjust themselves to the dual role that they have to play as traditional housewives and compete with men in the field of business and industry. Working women are often tossed between home and work and experience mental conflicts as they are not able to devote the necessary amount of time and energy to their home and children and find it mostly difficult and sometimes impossible to pursue as a career (Rathore & Chabra, 1991).
Women entrepreneurs in Goa feel frustrated at times because they need to spare their time and energy, both towards their business as well as domestic affairs. Women in India constitute a larger proportion of total unemployed population and hence it is imperative to find out the entrepreneurial constraints faced by them (Reddi, 1991).

A study conducted among women entrepreneurs in Coimbatore district, Tamil Nadu points out financing the enterprise as major problem faced by the women entrepreneurs. Most of the women entrepreneurs rely on family finance or at the maximum on partners and friends. Lack of access to capital has been a primary obstacle for women entrepreneurs. Research suggests that the primary source of finance was family loans, personal savings, credit cards and home equity loans (Mangai & Leelavathi, 1992).

A study revealed that the main reasons for non-acceptance of trade were lack of confidence in skill followed by lack of money and non-availability of marketing facilities, lack of raw material and lack of machines and tools (Mundra & Kotari, 1992).

A study indicated that knowledge and adoption of trained farm women was encouraging regarding groundnut cultivation practices. Further, she felt need for organizing as many training programmes as possible for the benefit of large number of farm women in increasing production (Manjula, 1993).

A study conducted on “Sickness in Small Scale industries in Kerala”. It was observed that the rate of industrial sickness is high in Kerala and it is more significant in the small-sector. Entrepreneurs who lack entrepreneurial culture and heritage organized most of the small-scale enterprises; J-le suggested that the DICs should undertake the responsibility of co-coordinating the functions of various state agencies. The agencies run by the government have to take initiative in reorganizing the sick units by being a partner to the women entrepreneurs as they have no one else to look up to for assistance. A sick unit is not only a loss to the individual but also to the economic condition of the state (Harikumar, 1994).

In a study on assessing the entrepreneurial environment conditions for female entrepreneurship revealed that acceptance of women as entrepreneurs, availability of education, training and economic climate were the three main factors which contributed to the success of female entrepreneurs (Winn, 1994).
A study conducted on the ‘Productivity of Small Scale Industries in Rural Areas of Kerala’. He found that small scale industries in Kerala are running on obsolete technology and have a very low productivity; they are very often facing acute competition from well-organized large-scale sector. No planned efforts are there to update the technology. The efforts by the agencies are not adequate for the technology to reach at grass root level. The penetration of the schemes and its use seems to lack the quality to change the situation (Arun, 1995).

The male entrepreneurs have been extensively studied and the focus has now shifted to the study of female entrepreneurs (Schutte, Boshoff, & Bennett, 1995).

Women in general are predominantly into conventional entrepreneurship which means that they tend to create businesses in service sectors where they are already economically active as managers, owners and employees (Anderson & Woodcock, 1996).

The study conducted in Baroda pointed out that financial institutions were cautious to give loans to women entrepreneurs as they might quit even a well-running business for the sake of their families. This factor also led women to locate their enterprise near their homes even if it meant compromising on business interests (Kaza, 1996).

A study on ‘Entrepreneurship Training for Women in the Indian Rural Sector: A Review of Approaches and Strategies’, while admitting a perceptible increase in both the intellectual and physical resources devoted to the cause of research and action in the field of women’s development, argues that initiatives in this realm are largely policy induced and devoid of any clear focus or strategy. The author advocates that a carefully drawn up training system has to address the strategic needs of women for survival and growth. More importantly, the training system has to link up organically with same kind of credit delivery mechanism, either formal or informal. It has been observed that the formal system, with its highly standardized approach and bureaucratic machinery, has not been able to appreciate the extra-economic dimensions of women’s development (Nair, 1996).

The study was conducted on problems and constraints faced by women entrepreneurs in the Pondicherry region. A sample of 120 females enterprises were personally interviewed during the period June to July 1999 out of which 42 belonged to rural and 78 to urban areas. The major problems faced by rural women
entrepreneurs were competition from better quality products and marketing problems. The least problems faced by both rural and urban women entrepreneurs were ignorance about schemes, distance from market and ignorance about agency and institutions (Punitha, Sangeetha, & Padmavathi, 1999).

A study in Tamil Nadu revealed that women entrepreneurs are mainly engaged in three important activities namely manufacturing, trade and commerce and services. Manufacturing includes food-based and cloth-based products. The trade and commerce activity includes retail trade in food items, fruits, vegetables, flowers, etc. Services include community, social and personal repair services like beauty parlour, tailoring, money lending and pawn broking (Jahan & Veerasekaran, 2000).

A study states that micro enterprises have emerged as a real boon for the poor women. Besides solving the problem of poverty, it helps to generate additional income for families in both rural and urban sectors. Tailoring, embroidery work, pickle making, fruit canning, book binding, incense stick making, etc. provide abundant prospects for illiterate and poor women to make a source of income and employment (Sundari & Geetha, 2000).

A study states that rapid growth of rural and small scale sector were being marked by some problems i.e. technological stagnation, under-utilization of capacity, lack of vertical mobility, sickness and high mortality rates, followed by shortage of finance, inadequate facilities of storage, inadequate marketing, stiff competition, low mobility, family responsibilities and social attributes (Mohamed, 2001).

A study Conducted on production and marketing of dairy and bee-keeping enterprises undertaken by farm women of Punjab and revealed that lack of cooperative societies was the constraint expressed by 85.45 percent of dairy entrepreneurs and 54.93 percent by bee-keepers, 90 percent of the dairy entrepreneurs expressed the problem of high cost of feed, while 29.57 percent of bee-keepers felt that there was non-availability of crop for bees to collect honey. About 16 percent of dairy entrepreneurs and 21.13 percent of bee-keepers had the problem in the method used for sale (Randhawa, Mohindra, & Gupta, 2001).

A study states that major problems encountered by the women entrepreneurs were lack of knowledge about the procedure for taking loan from banks. The women entrepreneurs were highly dissatisfied with the procedure of securing finance and the
difficulty factor in acquiring loan from banks and other financial institutions (Lakshmi & Sharma, 2002).

It is found that the entrepreneurs encountered several problems viz. 38 percent of the entrepreneurs experienced problems related to raw materials, 32 percent of the respondents felt the inadequacy of finance, 17 percent faced marketing problems and 13 percent of faced transport problems (Rajendran, 2002).

A study conducted on problems of women entrepreneurs in Chennai revealed that among the socio-personal problems, 70% faced lack of family and community support and 60% had managerial experience. Production problem in the form of availability of land, plots and premises was faced by 70% respondents. Lack of knowledge about marketing the product was the major problem faced by 76% of the respondents. 74% faced financial problems regarding loan and subsidy whereas inadequate government assistance was reported as problem by 70% respondents (Rao, 2002).

A study states that problems faced by women entrepreneurs in India are inequality, family background, low wages, inadequate training, government policies, exploitation by middlemen, problem of finance, scarcity of raw-materials, stiff-competition, high cost of production, low mobility, social attitudes, low ability to bear risk, lack of education, low need for achievement, project related problems, family ties, shortage of power, inadequate infrastructure facilities and socio economic constraints (Sivalognatham, 2002).

The analysis of study conducted on the failure rates among female control businesses in Australia highlighted that failure rate of female control businesses is relatively higher than male controlled businesses (Watson, 2003).

A study was conducted to find out difference if any life stress among working women and housewives. 120 working women and 120 housewives were taken as subject. A tripartite factorial design with three independent variables, each varied at two levels was used. Interactive effect of type of women (working women/housewives) type of family and women’s nature (introvert/extrovert) on life stress was studied. As a result of this, no main variable was found significant nor were any interactions found significantly affecting the life stress (Joshi, 2005).

A study was conducted to know the coping styles used by the women depend upon the type of stressful experience. 100 women (50 working and 50 non-working)
were assessed with regard to the nature of stress they experience in a given period and coping strategies they use to overcome these stresses. Results show that there were significant differences in the frequency of use of coping styles in response to different areas of stress (Mishra, 2005).

The study was carried out in two states in southern India - Tamil Nadu and Kerala. It reveals that problems which women faced during the setting up and continued operation of their businesses and the work-family conflicts. The study also looked at their reasons for starting a business and the self-reported reasons for their success. It is found that the initial problems faced by these women seemed similar to those faced by women in western countries. However, Indian women entrepreneurs faced lower levels of work-family conflicts and seemed to differ in their reasons for starting and succeeding in business (Das, 2007).

A study conducted on 100 women entrepreneurs in Himachal Pradesh revealed that entrepreneurs face constraints in aspects of financial, marketing, production, work place facility and health problems. Financial problems are related to non-availability of long-term finance, regular and frequent need of working capital. Tough competition from larger and established units, poor location of shop and lack of transport facility are major marketing problems. Production problems included the problem of non-availability of raw material, non-availability of labour and high cost of machines. Entrepreneurs also face health problems, such as fatigue, tension and headache. Women entrepreneurs also face problem of improper water and space facility (Nayyar, Sharma, Kishtwaria, & Rana, 2007).

A study was conducted on ‘Management Training Needs of Women Entrepreneurs’ examines the quality of micro enterprise management by women in socio-cultural milieu and to project the management training needs of women entrepreneurs. Data was collected from the sample of 100 women entrepreneurs. The study concluded that training needs are identified in the area of confidence building, competence connections and capital (Rajani, 2008).

It is found that the most frequent barriers faced by women entrepreneurs were lack of difficult to get help from the financial institution, obtaining trade license, tax certificate, etc. Other barriers are absence of proper women business community to raise the issue to the policy makers of the country and absence of business training institution to teach them how to start the business (Sayeed & Nusrat, 2008).
A study carried out in Himachal Pradesh revealed that the role of Himachal Pradesh Government in granting liberal loans is credible. Women entrepreneurs enjoy sufficient credit availability for meeting their needs. However, the procedure to get these loans sanctioned is difficult and cumbersome. In fact, lack of awareness about availability of such facilities is the cause behind non-availability (Garga & Bagga, 2009).

According to a study carried out in Bangladesh, governmental and non-governmental development for women entrepreneurship should be activated in order to increase the contribution of women towards the national economy. She also rightly identified the major problem of women entrepreneurship which included the lack of credit facilities, skill training, market opportunities, difficulties in procurement of raw materials and transportation. She also pointed out that some middlemen created problems by offering low prices (Masuda & Chowdhury, 2009).

The review of literature on women entrepreneurship reveals that the phenomenon of entrepreneurial activities has attracted the interest and research attention of a broad range of management disciplines. Entrepreneurship is a relatively new field of research, not more than 20-25 years old. Most of the studies have concentrated upon the male entrepreneurs as comparison to women entrepreneurs. During the last decade, it has gained extensive interest beyond the usual areas of management studies. The studies reviewed in this chapter touched socio-economic factors, financial status, decision making status, social status and awareness level of women entrepreneurs. The studies also pointed out different problematic areas, such as financial, marketing, manufacturing, training, technology, etc. of women entrepreneurs. With this milieu, this study is an attempt to understand the diverse facets of women entrepreneurs in the state of Himachal Pradesh.