SCOPE OF THE STUDY:

The scope of study reveals the area chosen for research and its relevance. This study is undertaken on basis of work done by selected NGOs working in the field of women entrepreneurship in Pune district. We can understand the same in following manner:

WOMEN ENTREPRENEURSHIP and NGOs:

It has been globally accepted that women empowerment results in overall economic and social development of the nation. Women constitute half the human resource potential available for economic activity. They perform multiple productive roles. In developing countries large proportion of female participation is seen in agriculture and allied activities, and in the industrial sector, women constitute an average of 27.0 per cent of the industrial task force. The role of women in productive activities in India has been increasing over the years. Women constitute 31 per cent of the adult labour force in India as stated by the Economic Survey of India Report (2000-01)\(^\text{22}\).

Problems related to women, need to be viewed from the economic perspective and specifically as an important component of Human Resource. Due to historical reasons they have been invisible, but it has been realized that they are also have equal potential. Educating and giving opportunities in various fields of activities would empower them. Among the literates employed in urban sectors lack of entrepreneurial, managerial, and risk-taking skills are constraints to improve competitiveness. Economic and cultural concepts and complex social constraints governing women’s lives make them to attach more on the non-monetized sector than those of men.

Employment satisfies the social, economic and cultural needs of individuals, empowers them, and entitles them too many benefits. Employment of women in various sectors, especially in developing countries have brought changes in their economic and social

\(^{22}\) Economic Survey of India Report (2000-01)
status. Empowerment results from control over resources and the power to take decisions on all major issues concerned. “The empowerment process encompasses several mutually reinforcing components but begins with and supported by economic independence” (Ranjana Kumari, 1994). Empowerment would consist of greater access to knowledge and resources, greater autonomy in decision-making and free from shackles imposed on them by custom, belief and practice.

The importance of promoting women to engage in economic activities is being increasingly realized in all developing countries. The need is two folds-

(iii) To empower women by bringing them into mainstream of development and by improving their economic status; and

(iv) To provide new employment opportunities mainly, self-employment by entrepreneurship development among them.

**Entrepreneurship Development**

Entrepreneurship is the act of starting a service or business. If entrepreneurship is to flourish, a number of conditions need to be satisfied such as finance, education and training, infrastructure, equal opportunity, support from large units and incentives. Entrepreneurial skills involve the need for achievement, desire for responsibility, preference for risk, stimulation by feedback, future oriented and managerial excellence. When viewed from these preferences it can be seen that woman entrepreneurship is yet to emerge in developing countries.

A women entrepreneur has a complete understanding of the basic principles governing the industry or trade, ability to evaluate the available information and materials and a sense of social and economic responsibility, courage to carry out plans, continuing insistence on innovation and adaptability and ability to judge values by comparison with

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23 Kumari Ranjana, Dubey anju; Women Parliamentarians: A Study in the Indian Context, South Asia Books, Columbia, USA, 1994
persons, time and energy\textsuperscript{24}. Women do procure the required qualifications and have been reported as being similar to men in leadership behaviors, problem solving enactment and managerial capabilities.

\textit{Constraints and Problems of Women Entrepreneurs}

It is a challenging task for women to take up self-employment and become entrepreneurs. The constraints and problems faced by these women are of a different magnitude than those of women of developed countries. These constraints emerge from dominant position of males, economic dependence, traditional values, hypocrite norms, law with no scope of participation, poverty and discrimination. At the same time a number of problems such as social, attitudinal and institutional barriers encumber the entry of women in world economy. Family ties, lack of need for achievement, low education, and limited freedom of expression, travel restrictions, lack of leadership qualities and fear of failure hold back the women fraternity to explore over traditional roles. Apart from these, the absence of an apex organization to oversee and promote their activities and performance, inappropriate and inadequate training, insufficient information, etc are some of the institutional reasons that have hindered women from using opportunities of development. All this adversely affects their risk bearing ability and the decision to take up an entrepreneurial activity.

Women entrepreneurship Development is a major programme of women empowerment in the less-developed countries. Both government and non-government agencies have introduced many programs for the promotion of the women entrepreneurship. But, in this research project we take into focus only the efforts of the third sector (NGOs) for study.

Several NGOs are contributing to entrepreneurship development in the country.

Promotion of entrepreneurship among women can be considered one of the potent tools for achieving the ultimate objective of equal status with men. In spite of the keen interest

\textsuperscript{24} Batliwala, Srilatha, 1993, \textit{Empowerment of Women in South Asia}, Asian-South Pacific Bureau of Adult Education, New Delhi, India
taken by the government and the institutional support being extended to the women entrepreneurship development in the country is inadequate. It is generally felt that the socio-economic practices also play a very important role in the promotion of entrepreneurship in different society.

With this background, here an attempt is made to study the women entrepreneurship development programmes of NGOs.

Further, we can say that a study is essential not only on the relationship between growth and entrepreneurship under the given socio-economic profile but also the type of policy intervention that will have to be incorporated for developing entrepreneurial culture in specific situation. This shows that there is need for a holistic study on the effects of entrepreneurial developments on women empowerment. The researches being conducted on the role of NGOs and their economic implications being not wholesome, there is scope for a deeper purview. Thought lot has been said a large chuck of work still lies undone to uplift women to their rightful levels and give them a professional edge to compete as entrepreneurs in true sense.

SIGNIFICANCE AND PERIOD OF RESEARCH:

The NGOs programmes, which are introduced for providing employment opportunities, assume path-breaking and ameliorating forms. The WED programme along with other self-employment programmes has positive effect and has empowered women entrepreneurs.

An attempt to consider the efficacy of these programmes in bringing the desired changes, the women empowerment in the given environment reveals the following:

1. NGOs WED programmes are effective in terms of increased turnover, incremental income, and improved asset position.
2. NGOs are playing crucial role in training women entrepreneurs both in rural and urban areas.
3. Impact of NGOs WED programmes are seen empower women entrepreneurs in terms of managing the ventures profitably, contributing to family income, independence to spend their income, and freedom to move around.

4. Positive change in Income, Saving and Investment patterns of the beneficiary are parameters of empowerment for women.

Hence, the WED programmes of NGOs are effective and empower women entrepreneurs significantly. A detailed research on this topic is needed to bring into light the various intricacies that are faced by women in the process of empowerment. Economic measurement of the degree of empowerment and the changes that have occurred in the life conditions of these women entrepreneurs has the ability to bring new case studies and some substantially holistic theories to surface.

The research study has been conceived and executed in a period of 3 years. The research study considers the time frame from 1980 to 2012 for its research frame.

CHAPTER SCHEME:

**Chapter I** – Introduction: Commences the topic and gives complete outline of the research study. Specifies objectives and hypothesis of the study.

**Chapter II** – Review of Literature: Gives the literary background of the study and an account to work done till now in the field of women entrepreneurship studies.

**Chapter III** – Women Empowerment in Theory and Practice: Tells about the theories prevalent till now in the area of Women Empowerment studies and critically analyses the same.

**Chapter IV** – NGOs in India and their role in Women Empowerment: Widely describes the role of NGOs in training and empowering women in India. Describes the broad framework in which the NGOs operate.
Chapter V - Measuring Empowerment: Talks about the studies prevalent in measurement of Women Empowerment till now. Also gauges the gaps in the field.

Chapter VI – Data Analysis and Interpretation: Analysis of primary data collected during the study. Hypothesis testing is also done in this chapter.

Chapter VII – Findings and Conclusion: Explains the experience and findings of the researcher in this study. Concludes the thesis.