6.1 INTRODUCTION

This study has been undertaken with the following specific objectives. They are: (1) to examine the profile of women entrepreneurs and their enterprises in Tirunelveli district, (2) to study the entrepreneurial traits among the women entrepreneurs in Tirunelveli district, (3) to analyse the factors motivating women entrepreneurs in Tirunelveli district, (4) to explore the various constraints and problems encountered by the women entrepreneurs in Tirunelveli district, (5) to analyse the expectations of women entrepreneurs in Tirunelveli district and (6) to offer suitable suggestions to overcome the problems.

Though the study was primarily based on primary data, secondary data have also been used. The required primary data were collected from the sample women entrepreneurs through the specifically structured interview schedules. The collected primary data were duly analysed with the help of statistical tools like ANOVA, Index, Multiple regression, Garrett’s ranking technique, factor analysis, and percentage analysis and inferences were drawn accordingly. This part of the study includes a summary of the major findings of the study, the suggestions and the conclusion.

6.2 SUMMARY OF FINDINGS

The following is the summary of the major findings of the study:
6.2.1 The Socio-Economic Profile of Women Entrepreneurs and their Enterprises in Tirunelveli District

It is inferred that nearly three fourths of the women entrepreneurs in Tirunelveli district (69 per cent) are from backward and most backward communities. It indicates the eagerness of the women from backward and most backward communities to come up in life by starting their own enterprises.

It is inferred that nearly half of women entrepreneurs in Tirunelveli district (45 per cent) are from Christianity. This has been due to the fact that they received frequent support from minority organisations and NGO’s.

It is inferred that nearly two-third of the women entrepreneurs (76 per cent) are married. Since wants are unlimited, a single member earning cannot fulfil the needs of a family. Hence, women have to supplement the income of the family to maintain a reasonable standard of living.

It is inferred that where the level of literacy increases, the number of business enterprises decreases and where the level of literacy decreases, the number of business enterprise increases.

It is inferred that more than three fourth of women entrepreneurs (85 per cent) in Tirunelveli district are from nuclear families. Entrepreneurship requires full devotion and dedication to their jobs and this is possible only by women from nuclear families.

It is inferred that nearly half of the women entrepreneurs (52 percent) in Tirunelveli district belong to the category of the first generation entrepreneurs. This might be due to the fact that to supplement the family income women have to become entrepreneurs.
It is inferred that majority of the women entrepreneurs (79 per cent) have previous experience in business such as being in employment, belonging to business family and the like.

It is inferred that nearly three-fourth of the women entrepreneurs (72 per cent) had the support of their family members in running their business.

It is inferred that most of the respondents (51.4 per cent) have received manual help irrespective of their age from the members of their families.

It is inferred that nearly two third of the women entrepreneurs (65 per cent) contribute less than 50 per cent to their family income.

It is inferred that nearly three-fourths of the women entrepreneurs (78 per cent) in Tirunelveli district spend more than four hours per day in their business. Success in business depends more on the involvement and time spent in the business. Hence, women spend more than 4 hours per day in the business.

It is inferred that majority of the women entrepreneurs have started new business since most of them are first generation business women.

It is inferred that majority of the women entrepreneurs (51.5 per cent) have employment experience before starting new business.

It is inferred that nearly three-fifth of the women entrepreneurs (60 per cent) are not members of any trade association. This has been due to the fact that awareness of various trade associations and their role in helping entrepreneurs is limited.

It is inferred that most of the business units have been operated more than 20 days by the women entrepreneurs.
It is inferred that most of the entrepreneurs (62 per cent) seek advice from the experienced persons to enhance their business skills.

It is inferred that in Tirunelveli district majority of the women entrepreneurs take business decisions after consulting their family members. This shows their confidence in their family members.

It is inferred that majority of the women entrepreneurs are doing their business in urban areas. This has been due to the availability of technical labour.

It is inferred that nearly two-third of the enterprises (61 per cent) run by the women entrepreneurs in Tirunelveli district are located in the portions of their houses.

It is inferred that majority of the business units (40 per cent) run by women entrepreneurs are service units.

It is inferred that nearly three-fourths of the women entrepreneurs (82 per cent) allowed both the cash and the credit sales.

More number of women entrepreneurs have invested both owned funds and borrowed funds in their enterprise.

It is inferred that most of the respondents (34.1 per cent) borrowed money from commercial banks.

It is inferred that most of the women entrepreneurs have received tax holiday assistance from the government. At present the government does not provide loans at concessional rate, tax holiday and power concessions to women entrepreneurs. Among the various forms of government assistance availed by women, tax holiday tops the list followed by tax concessions.
It is inferred that most of the women entrepreneurs are doing the business within the boundary of the Tirunelveli district.

Most of the enterprises run by women have been functioning for 6 to 8 years.

Majority of the industrial units run by women entrepreneurs (55.6 per cent) produce only one product.

Manufacturing units which are fully utilizing their installed capacity and those which are not doing so are equal amounting to 50 per cent each.

The main cause for under-utilization of installed capacity has been power cut followed by Technical problem.

Majority of the manufacturing units have the annual production of Less than Rs.2,00,000.

Majority of the enterprises have monthly sales turnover of Rs.15,000 – Rs.25,000.

A majority of the enterprises have a profit margin up to 25 per cent in their selling price.

Most of the enterprises had a fixed capital of more than Rs.9,00,000. Majority of the enterprises had a monthly working capital up to Rs.10,000.

6.2.2 Factors Motivating the Women Entrepreneurs in Tirunelveli district

It was found out that first of all ‘economic independence and challenge’ provides the maximum insights of motivational forces of women entrepreneurs in the study area. It is a very important factor because the respondents prefer to become
women entrepreneurs because they want to be economically independent and seek challenge themselves.

It could be inferred that the motivating forces of women entrepreneurs significantly influenced by the ‘market potential’. One per cent increase in the “market potential”, keeping all other factors constant will increase the motivational factors of women entrepreneurs by 0.126 per cent from its mean level.

The motivating forces of women entrepreneurs was also influenced by the ‘family background’. The co-efficient of family background was 0.155 which was significant at one per cent level. This shows that one per cent increase in the family background of the women entrepreneurs would increase the motivational forces by 0.155 per cent from its mean level.

The motivating forces of women entrepreneurs were also influenced by the ‘usage of funds’. The co-efficient of usage of funds was 0.320 which was significant at one per cent level. This shows that one per cent increase in the usage of funds of the women entrepreneurs would increase the motivational factors of women entrepreneurs by 0.320 per cent from its mean level.

### 6.2.3 The Perception of the Women Entrepreneurs towards Entrepreneurial Traits

It reveals that the women entrepreneurs whose age is above 45 years have poor perception towards independence traits while there is a better perception among the women entrepreneurs whose age is up to 30 years and women entrepreneurs whose age is 30-45 years.
It is observed that poor perception towards self confidence traits found among the women entrepreneurs whose age is up to 30 years and 30-45 years and better among the women entrepreneurs whose age is above 45 years.

It is found that poor perception towards risk taking and tolerance for failure traits found among the women entrepreneurs whose age is 30-45 years and above 45 years and better perception among the women entrepreneurs whose age is up to 30 years.

It is inferred that poor perception towards perseverance and hard work traits found among the women entrepreneurs whose age is 30-45 years and above 45 years and better perception among the women entrepreneurs whose age is up to 30 years.

It reveals that better perception towards commitment traits found among the women entrepreneurs whose age is 30-45 years and up to 30 years and poor perception among the women entrepreneurs whose age is above 45 years.

It reveals that better perception towards leadership and motivation traits found among the women entrepreneurs whose age is above 45 years and 30-45 years and poor perception among the women entrepreneurs whose age is up to 30.

It reveals that better perception towards decision making traits found among the women entrepreneurs whose age is up to 30 years and 30-45 years and poor perception among the women entrepreneurs whose age is above 45 years.

It reveals that better perception towards Innovation traits found among the women entrepreneurs whose age is up to 30 years and 30-45 years and poor perception among the women entrepreneurs whose age is above 45 years.
It reveals that better perception towards Innovation traits found among the women entrepreneurs whose age is 30-45 years and poor perception among the women entrepreneurs whose age is above 45 years.

It reveals that better perception towards Collaborative traits found among the women entrepreneurs whose age is 30-45 years and 30-45 years and poor perception among the women entrepreneurs whose age is above 45 years.

6.2.4 The Problems Encountered by the Women Entrepreneurs in Tirunelveli district

It reveals that the women entrepreneurs whose age is up to 30 years perceived more personal constraints while there is less among the women entrepreneurs whose age is 30-45 years and above 45 years.

It is observed that the women entrepreneurs whose age is up to 30 years perceived more knowledge constraints whereas it is less among the women entrepreneurs whose age is 30-45 years and above 45 years.

It is inferred that the women entrepreneurs whose age is up to 30 years perceived more socio-sphere system constraints whereas it is less among the women entrepreneurs whose age is 30-45 and above 45 years.

It is inferred that the women entrepreneurs whose age is up to 30 years perceived more marketing constraints whereas it is less among the women entrepreneurs whose age is 30-45 and above 45 years.

It is observed that the women entrepreneurs whose age is 30-45 years perceived more labour constraints whereas it is less among the women entrepreneurs whose age is up to 30 years and above 45 years.
It is inferred that the women entrepreneurs whose age is above 45 years perceived more finance constraints whereas it is less among the women entrepreneurs whose age is up to 30 years and 30-45 years.

6.2.5 The Expectations of Women Entrepreneurs in Tirunelveli district.

It was found out that ‘finance’ provides the maximum insights of expectations of women entrepreneurs from their enterprises in the study area. It is a very important factor because the respondents want to have low cost start up loans, grants for business start up and relaxation in micro finance schemes. The 3 variables included in finance explain the finance factor to the extent of 71.9 per cent. The Eigen value and the per cent of variation of this factor are 1.805 and 18.05 respectively.

It could be inferred that the second expectations of women entrepreneurs for doing their business ‘schemes’, which includes three variables namely specific financial support for women entrepreneurs, enhancing the skills by adequate training and tax concession for women entrepreneurs with the reliability co-efficient of 0.565, the Eigen value and the per cent of variation of this factor are 1.183 and 11.83 per cent respectively.

It was observed that “training and support” consists of two variables respectively with the reliability co-efficient of 0.624 and 0.725 respectively; the Eigen value and the per cent of variation of these factors are 1.608 and 1.416 per cent respectively. The two factors together explain the attitude towards the expectations of women entrepreneurs to the extent of 30.24 per cent.
6.3 SUGGESTIONS

For further development of women entrepreneurs in small scale industries in Tirunelveli district, the following suggestions are given:

Since most of the small scale units in India are unregistered, steps should be taken by the government of India to make it compulsory to register all small scale industries with respective district Industries Centre.

There should be a curriculum change along with proper carrier guidance in women’s educational institutions, which will shape the girl students to become capable entrepreneurs in future.

Since the number of entrepreneurs from Scheduled caste and Scheduled tribe communities is very low, awareness is to be created among the scheduled caste and scheduled tribe women by providing special incentives to start business.

Women entrepreneurs should be encouraged to start their enterprise as joint stock companies rather than as sole trade and partnership concerns to avail the advantages of large scale operation.

A majority of the women entrepreneurs are not members in trade associations. Awareness should be created through advertisement to become members of trade associations to enjoy the benefits of membership.

Frequent training programmes must be imparted to women entrepreneurs to keep themselves up-to-date in the latest developments in their respective fields.
Parents of unmarried potential women entrepreneurs should prefer spending money on setting up business rather than giving preference to her marriage.

The Reserve Bank of India should consider designing a special scheme for granting financial assistance to women entrepreneurs without insisting on collateral security and guarantee.

A separate bank for women entrepreneurs should be opened as fully sponsored by the Reserve Bank of India to take care of financial assistance to women entrepreneurs.

As far as development of women entrepreneurship is concerned there is no dearth of entrepreneurial talent among women. What is needed is to develop a clear entrepreneurial attitude. Natural talents, aptitudes, capabilities can be multiplied through training. Training programmes should develop self-confidence, self-esteem, assertiveness, courage and risk.

Emergence of entrepreneurship in a society depends to a great extent on the economic, social, religious, cultural and psychological factors prevailing in the society. Development of women entrepreneurship needs proper environment, so healthy and sound entrepreneurial climate is a must.

Because of womanhood, women have some strength and some weaknesses. Training programmes should be designed in such a manner that women entrepreneurs can benefit out of their strengths and overcome their weaknesses.

There is an urgent need to educate women for taking up entrepreneurship and for stressing benefits of entrepreneurship. This awareness can be achieved through
conferences, seminars, training programmes, refresher courses, awareness camps and other related activities.

Success stories of women entrepreneurs from varied backgrounds should be popularized through textbooks of schools and colleges. All possible media should be used to project these role models.

Years of subordination have developed inferiority complex and fear complex among Indian women. So efforts are needed to remove the inferiority complex and to make women more confident about themselves.

Housewives as a potential source of entrepreneurship should be targeted by governmental and other agencies. Efforts should be made to locate entrepreneurial potentialities amongst housewives and opportunities should be provided to them.

When women work outside their home they face problems of childcare. Governmental and other Non-Governmental organizations should make efforts to provide facilities in the form of childcare institutions like crèches, nurseries and childcare facilities. These facilities should adjust timings, location as per the convenience of women entrepreneurs.

The procedures should be simplified. Procedural delays, tedious formalities should be avoided. Moreover, the required documents should be minimized. All the documents should be in local languages. Ladies should be appointed in offices so as to help and discuss the purpose and objectives, in case illiterate or less educated women to find difficulty in completing formalities and procedures.

The study revealed that husbands/fathers were the main motivators for taking up entrepreneurship. So motivation of husbands/fathers/family members would certainly
prove to be fruitful. Once they get convinced about significance of women entrepreneurship then their attitude will change, their roles and expectations will change and they will provide moral support, necessary guidance and help as needed.

20. Women entrepreneurs in Tirunelveli district are the least in numbers because of the customs and traditions due to illiteracy. Illiteracy has been the major barrier for women entrepreneurship development. On a priority basis government and social organizations should make vigorous efforts to increase literacy level of both male and female population. With education, knowledge and proper exposure, potentialities of women can be increased so it becomes obligatory to provide education and proper climate. Then only educated women can get free from social taboos, unwanted customs and unjust social practices. Education develops the personality. Educated individuals can take independent decisions. With imparting of entrepreneurship training the experience of managing the home can certainly be extended to management of their enterprises.

For economic security of women, it is necessary to develop co-operative credit societies where small amounts of money can be saved and used for giving better financial resources to women. This process would develop intended support among its members.

For developing entrepreneurial talent and preventing the possibility of industrial failure, the financial and other agencies should conduct training programmes before sanctioning and disbursing assistance.

Illiterate women generally work in household enterprises. They find it difficult to interact with the outside environment because of lack of courage and fear of failure. so such women should be trained in modern techniques and latest trends in activities
like sewing, dairy, bakery, spinning, weaving, leather products etc, so that productive utilization of their time and capacities can take place.

It is observed that women deal with traditional activities which are more or less feminine in nature. They generally choose activities like food preservation, beauty services, tailoring, embroidery etc., that fit with their stereotyped role. In addition to these activities, there are some unexplored areas which provide flexible working hours and convenience of working at home. Such avenues should be explored. There is tremendous scope for agro-based industries like animal husbandry, poultry, dairy, bakery, food processing, sericulture, agriculture, horticulture etc.

Women generally do not have their own money to invest. They do not have awareness about government facilities and schemes, which are specially, meant for women entrepreneurs. Further, they do not have courage and risk bearing capacity which is needed for entrepreneurship, lack of experience, lack of exposure make things worse. In such cases, women with similar interests and similar economic background should form groups so as to share risk, knowledge and investment instead of establishing independent enterprises, they should deal with group activity i.e.) group entrepreneurship. Partnership would be another suitable option.

Outlets should be provided for marketing products of women entrepreneurs since in open competition they can not complete with big manufacturers. Similarly protection should also be provided for acquiring raw material at concessional rates from governmental agencies. Thus marketing facilities like selling and buying of raw material and finished goods should be provided at their door-steps, otherwise they get exploited by agents or other middlemen. Women should be encouraged to form co-operative societies exclusively for women. It is the responsibility of the co-operative
sector of the State Government to provide all the necessary help and guidance. Then only with the help of co-operative endeavor women entrepreneurship will flourish.

At district level a separate organization should be formed so as to look into all aspects of women entrepreneurship development. This organization should help women entrepreneurs in fulfilling their requirements of financial assistance, marketing aid, obtaining subsidies, concessions, technical know-how, raw material assistance, conduct of market surveys to assess feasibility, counseling, follow up guidance etc. Representative from all the Government organization and NGOs should be available for consulting at a fixed time. When such kind of support is extended, certainly there will be a spurt in the number of women entrepreneurs.

**6.4 TOPICS FOR FUTURE RESEARCH**

Further research can be done in the following areas on women entrepreneurship:

1. The role of financial institutions in the development of women entrepreneurship.

2. The role of district industries centers in the development of women entrepreneurs.

3. The impact of globalization on entrepreneurial pursuits of women.

4. Orientation and motivational patterns of women graduates leading to entrepreneurship.

5. Social status of women entrepreneurs in India.
6.5 CONCLUSION

The greatest revolution in a country is the one that affects the status and living conditions of its women. Promotion of women entrepreneurship ensures economic independence. Social emancipation of women gains social status. It makes women conscious of their rights and gains equal status. It creates more respect in the family and gives self prestige, avoids gender bias and it eliminates dowry deaths. It promotes leadership qualities among women and swells the family income. Promotion of women entrepreneurship trains the future generation of women and it will also solve tomorrow’s unemployment problem.

Indian women have travelled with the times for centuries and have proved to the world that the hand that rocks the cradle can rule the world. The promotion of women entrepreneurship alone would create the ‘Pudumaipen’ of poet Bharati.

It is worthwhile to conclude by quoting the words of Pandit Jawaharlal Nehru,