CHAPTER – II
REVIEW OF LITERATURE AND THEORETICAL FRAMEWORK

2.1 Introduction

Women entrepreneurship play an important role in the economic development of a country. There are number of studies on women entrepreneurship in India at the national and the State level. With a view to understand the role of the micro entrepreneurship for the empowerment of women an attempt is being made here to review the available literature to highlight the issue.

The chapter is classified into two sections. Review of literature and theoretical framework of entrepreneurship is discussed in the first and second section respectively.

Section I
Review of literature

The review of Literature for the study has been classified into four Categories.

- Women Entrepreneurship at the International level.
- Women Empowerment through Micro Entrepreneurship in India and Karnataka
- Women Entrepreneurship Programs and Problems in India and Karnataka
- Women Entrepreneurship in Rural and Urban areas in India and Karnataka.

2.1.1 Women Entrepreneurship at the International level

- Bhuiyan et al. (2007), examined that essential opportunity for economic and social development and progress in Bangladesh. The study identifies rural and urban women entrepreneurship. The Rural women who are homemakers and entrepreneurs, women workers placed in an inappropriate situation in the society. In urban areas women have greater opportunities for business development, but they lack assistance in the access to credit, skill training, and marketing facilities. The study suggested that special training course
should be offered for women entrepreneurs in skills development. Interest free loans for women entrepreneurs must also be provided.

- **Robinson et al. (2007)**, revealed that the relationship between social stratification and entrepreneurship is one that is under explored in the literature on management and organizations. The paper focused on social stratification (social structure, institutions, and culture) influences, the context, process, experience and outcomes of entrepreneurship. These relationships in the context of African, American women engaged in high growth entrepreneurship premise by presenting the limitations of prevailing approaches that exist within the current minority and women entrepreneurship literature.

- **Sanyang et al. (2008)**, the study focused on green cooperatives, a strategic approach in developing women entrepreneurship in the Asian and pacific region. The study pointed out that Asian and Pacific region being involved in agriculture, rural women promoted women’s entrepreneurship. The paper comprehensively examines women’s role in entrepreneurship pioneering and the development of green products market through the creation of cooperative enterprises. Here women’s development in the region depends on improving the situation of rural communities. The paper findings reveal that the sales volume of women link in South Korea has increased 24 times, from 267,329,000 Korean women in 1990 to 6,652,929,000 in 2005. The paper concludes that effectiveness of rural poverty reduction strategies through the promotion of rural entrepreneurship, in particular among cooperative enterprises in the green products business, is an essential factor in gender mainstreaming in the planning process.

- **Gadar et al. (2009)**, examined the Malaysian women entrepreneur’s socio-economic background and motivational factors. For statistical analysis the group was divided into two separate groups, namely the descriptive and inferential statistics. The paper examined the most important factors that motivate women entrepreneurs and the correlation between entrepreneurial incomes and their personal profiles. The result showed that correlation analysis showed that entrepreneur’s income correlated very weakly with both
education and experience levels. The paper explained that result exception of age factor entrepreneur’s income differs significantly according to experience and education as indicated through one-way ANOVA. Perception of the economic environment in terms of technology and information is the most pertinent factor. The study found significant impact of economic independence, combining work and family, wanting to be one’s own boss, family desires are the driving forces behind the female entrepreneurship.

➢ **Thechatakerng (2009),** analyze the ‘Micro-entrepreneurs Innovation’ in Wualai community Thailand. The paper examined the impact between characteristic of micro-entrepreneurs, innovation and economic performance of entrepreneurs. The paper examined the innovation of silverware hand craft in Chiangmai, Thailand. The statistical tools were used to analyze the data and Chi-Square testing was deployed. The paper concluded that Micro-entrepreneurs in the area of product innovation were affected by their economic value.

➢ **Mulira et al. (2010),** the study focused on the entrepreneur’s levels, their attributes, attitudes for entrepreneurship and the influence of select demographic information on the entrepreneurial start up activities. The data was drawn from global entrepreneurship monitor (2009 survey). It compares the attributes of Ugandan women entrepreneurs to women entrepreneurs in other developing economies. The study used to stratify random sampling for the data collection. Finding of the study was that majority of Ugandan women entrepreneurs fall in the 18-34 age brackets, earn below USD 360 per year, have little or no education and live in rural areas. They are driven more by necessity than the opportunity which is not the case for most of the other developing economies where the reverse is the reality.

➢ **Davis (2011),** the study examined the difference between urban and rural area in Canada were two services have riser. The study noted that women entrepreneurs preference was for service areas and service delivery method. The study results exhibited statistically significant priority differences and service delivery methods produced any statistically ‘not-significant’
differences. The study concludes that the women entrepreneurs location, training and support needs are not significantly different. The effects of entrepreneurial stage and years in business on entrepreneurial support need to be are also examined.

➢ **Mwobobia (2012)**, analyzed and identified the challenges facing small scale women entrepreneurs in Kenya. The study showed that women enterprises are associated with traditional roles. The SMEs play an important role in the Kenyan Economy such as creating jobs; however, they face serious challenges such as lack of finance and discrimination. The study found that many stakeholders from both public and private sector are helping for women entrepreneurs in Kenya. The women’s enterprise was supported for financially through Women’s University of Science and technology, and donor initiative. The study recommends that women entrepreneurs need to be accepted and supported financially, legally and provided motivation, encouragement, advice, actual involvement in the running of business and more capacity building should be made available.

➢ **Parvin et al. (2012)**, analyzed the ‘determinates of women micro-entrepreneurship Development: An Empirical Investigation in Rural Bangladesh’. The study based on empirical investigation carried out in northern part of Bangladesh. The data were collected from 248 women micro-entrepreneurs and 132 non-entrepreneurs. The study found that three types of basic aspects are personal attributes, family affairs and external environment in women entrepreneurship. The paper analyzed the profit model. It finds that among various personal attributes, freedom of work and desire for higher social status significantly influenced women who participated in micro-entrepreneurship. The paper found that various external factors, access to credit, entrepreneurship training, and membership with development organizations, information and favorable infrastructure were the inspiring factors in participating in micro-entrepreneurship. The paper suggested steps for strengthening women entrepreneurship development process in rural Bangladesh.
Phillips et al. (2014), analyzed and explored the impact and the usage of government support initiative on the growth of the businesses of female entrepreneurs in Tshwane South Africa. The data we recollected from structured questionnaires. The data was analyzed for descriptive and inferential statistical analysis. The results indicate that the minority respondents 111 got assistance from government support structures. The results found that majority of the respondents who did not receive any assistance from these government institutions showed growth in their businesses. The contribution that female entrepreneurs can make to the alleviation of unemployment and economic growth has received some significant attention in recent years. The findings of the study indicate that government supports institutions so that they can improve the quality, design and cost effectiveness of support services. Support institutions should also mentor the entrepreneurs to ensure that the assistance is valued which in turn could lead to growth in their businesses. Recommendations of the study indicate that support should take into account the differing needs of different types of small enterprises and provide distinct service packages for the different target groups. Changes to and adoption of new policies have attempted to create a supporting environment in which female entrepreneurs can function optimally.

2.1.2 Women Empowerment through Micro Entrepreneurship in India and Karnataka

Sinha (2003), examined the impact of motivation and social support on entrepreneurs creation and women entrepreneurship in North East India. It was based on the study sample 400 men and women entrepreneurs. The study revealed that the main motivating factor to start an enterprise was to earn money by both men and women entrepreneurs. The units set up by them were mostly micro enterprises. Traditional activities such as handicrafts and handloom still predominated the type of activities undertaken by the women entrepreneurs. The units of both men and women entrepreneurs were affected by inadequate income generation. The study noted that majority of women
entrepreneurs managed finance through their own sources. The study concludes that women of the region have enough potential to take up entrepreneurship as a career. Determined efforts from women entrepreneurs supported by congenial climate can bring about substantial results.

- **Arakeri Shanta (2006)**, pointed out that women entrepreneurship is an essential part of human resources. Any understanding of Indian women of their identity and especially of their role taking and breaking new paths will be in complete without a walk down the place of Indian history. Women entrepreneurs and the problems faced by them and also how much credit can be given to entrepreneurship for the unprecedented innovation and growth of free enterprise economies much in under should. The paper concluded that the category of women entrepreneurs in different phases and participation of women as entrepreneurs in our country, but argues that as we have a male dominated culture there are many challenges which women enterprises face from family and society.

- **Nair and Pandey (2006)**, analyzed the socio-economic and attitudinal characteristics of entrepreneurs, in Kerala. The study is based on primary data. The result indicates that business acumen neither runs in families nor was there in evidence in that religion had an impact on entrepreneurship. The economic status of the family, age technical education, training and work experience in a similar or related field has favored entrepreneurship. In comparison to the rest of the population, entrepreneurs tend to be more innovative in their attitude, but do not have greater faith in the internal locus of control.

- **Misra (2008)**, the study focused on the impact on women at work and entrepreneurship in India. In India women entrepreneurship can be considered as necessity entrepreneurship rather than opportunity of work culture in society for women. The women workforce possessing skills in making handicrafts, handlooms items or food production like making chips etc which can be used profitably by creating enterprises. The paper concluded that the government should take an active role in encouraging women to
attend work, to provide day care and also to prove incentives to companies that encourage women’s employment.

- **Singh (2008),** the study identifies the factors influencing the entry of women in entrepreneurship. The characteristics of their businesses in Indian context and also obstacles and challenges were covered. The obstacles are, lack of interaction with successful entrepreneurship and mainly lack of interaction with successful entrepreneurs, social reflection if women as entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loans to women entrepreneurs. The paper suggested that remedial measures like promoting micro enterprises, unlocking institutional framework projecting to encourage and support the winners etc. The study counsel for enduring synergy among women and related Ministry, finance ministry and Social Welfare Development Ministry of the Government of India.

- **Field et al. (2009)**, examined the factor constraining the success of female run micro enterprises in developing countries. The study finds that the intervention had a significant impact on participant’s financial activity. The most common use of the loan and the most common goals set for home improvement rather than business expansion. The study suggested that provided for short business training course for female entrepreneurs in India. The debt aversion and lack of information about financial services are not the only sources of low demand for credit among female entrepreneurs.

- **Auti (2010)**, examined the socio-economic study of women entrepreneurship in the development of Maharashtra with special reference to Pune district. 203 samples were selected and classified into groups like engineering, electronics, plastics, chemical food, readymade garments and printing. Very few women were aware of training schemes. Women run their businesses using private sources of capital. This is partly due to lack of knowledge about government schemes. Many women entrepreneurs get different facilities and subsidies from the government. Hence it is important that women become aware of these schemes. The study suggested that special training and
orientation programmes must be held for appraising officers in banks. In view of the current technological boom in electronics and information technology, more women entrepreneurs in these businesses areas need to be encouraged to participate. Special courses need to be designed at college and university levels to impart entrepreneurial management education.

- **Bhardwaj et al. (2010)**, observed that women constitute the family and leads the society and the nation. Social and economic development of women are necessary for overall economic development of any society or a country’s change in environment. The women have a comfortable role in our society, though there are some exceptions. There is increasing in service sector entrepreneurial opportunities for women entrepreneurs. The study focused on empirical analysis intended to find out various motivating and de-motivating internal and external factors in women entrepreneurship. Paper suggested that women entrepreneurship should shift from place to place, business to business strategy that is necessary for the growth of any economy.

- **Jahanshahi et al. (2010)**, revealed that women entrepreneur’s economic empowerment through women’s programs was taken into consideration in the 1st to 10th five year plans in India. The government financial leaps for development activities had benefited women entrepreneurs. The women in advanced market economy were 25% in all business and women owned business in India. It suggested that women entrepreneurs in particular and policy-planners looked into the problems and development schemes, development programs and opportunities to the women to provide more entrepreneurial activities.

- **Dwivedi et al. (2011)**, analyzed that empowering women through entrepreneurship has become an integral part of India’s development. The study highlighted the current problems they are facing in their business. The study was conducted in the Faizabad zone of Uttar Pradesh using the survey method and data was analyzed based on age, caste, marital status, education and training, family type, financial support, initial investment and return on investment. The study found the usage increases, exposure expertise in the
field increases, which in turn increases further investment and profit. The women entrepreneurs starting entrepreneurship can invest a small amount and later they can invest more of their profit in business. The study pointed out that their experience increases with age and their investment increases. This in turn increases the rate of return on investment. The study concluded that beauty parlors enterprise is appropriate for those women entrepreneurs who are having problems with an “outside home” due to family responsibility or their culture.

- **Mathew and Panchanatham (2011)**, examined the socio cultural environment for women entrepreneurs. The study pointed out an increase in educational opportunities for women entrepreneurs. With the existing familial and societal set up, entrepreneurial women are overburdened and find it increasingly difficult to balance their work and life roles. The study focused on developing and validating an appropriate tool to illustrate the Work Life Balance (WLB) issues faced by women entrepreneurs of South India. The data were collected by areas sampling (cluster random) and the data was analyzed by deploying factor analysis, regression analysis, ANOVA and students t-test. Each of the statements possessed adequate reliability and validity. The study revealed that quality of health problems, time management and lack of proper social support were the major factors influencing the WLB of women entrepreneurs in India. The study examined how women’s work force suffers from WLB issues. There are significant differences in the level of WLB issues faced by the various categories of women entrepreneurs. The study suggested that for human resource professionals, management consultants, academicians and women entrepreneurs themselves must deal with the major WLB issues faced by Indian Women Entrepreneurs.

- **Sarbapriya and Ishita (2011)**, revealed that self-employment and entrepreneurship development are increasingly important roles for women in India. They studied women entrepreneurs in India, status of woman entrepreneurs and the problems faced by them when they managed their own business in the competitive world of business environment. The paper
recommended encouragement to create and develop some coaching, mentoring, counseling programs. Women entrepreneurs programmes have been developed for initial businesses owned and run by women.

- **Ilahi (2012)**, pointed out that entrepreneurship is a very important criterion for economic development. The role of women entrepreneurs cannot be ignored in this process. There is a significant contribution of women entrepreneurs in the growth of developing nations. The paper focused on trends and present position of women entrepreneurs in India: Uttar Pradesh 39.84, Gujarat 39.72, Kerala 38.91, Punjab 33.77, Tamil Nadu 30.36, Madhya Pradesh (28.38), Karnataka 26.84 and Bihar 15.04 Madhya Pradesh. The paper suggested that for women entrepreneurs easy finance should be provided by banks and financial institutions at low and concessional rates. Government offices must promote women’s business ownership to facilitate and encouragement for women entrepreneurs.

- **Jena (2012)**, the study focused on NSSO surveys on unorganized manufacturing sector, based on three rounds (51st, 56th and 62nd) rounds. The paper attempts to analyze the changing trend, pattern of female entrepreneurship and employment in the unorganized manufacturing sector. There is an increase in both female entrepreneurship and employment during the period 1994-95 to 2005-06. This largely been concentrated in low productive and labour in textile industry groups and women – owned enterprises. Women entrepreneurs operate at low level, in the productivity as compared to their male counterparts. A large part of female employment is part-time and contractual in nature and a preponderant majority of females are engaged in the tiniest of enterprises known as Own Account Manufacturing enterprises (OAMEs). The study makes an attempt to understand the role of women in the unorganized manufacturing sector and conditions of work. The paper concluded that micro enterprises need to be supported by better access to institutional finance, skills and education of workers. In marketing of products too they need to be supported.
> **Saidapur et al. (2012),** examined women entrepreneurs manufacturing candle in Gulbarga district Micro Analysis. The paper focused on women entrepreneurs’ socio-economic background. The paper discussed the age, education, caste, marital status, activities undertaken, income, expenditure and the savings of women entrepreneurs. Major findings of the study were that the majority of the women entrepreneurs participating in entrepreneurial activities are below the age 45 years. Majority of women entrepreneurs belong to upper caste, monthly average income is Rs 3000 and belong to secondary education level. The paper suggested that conducting short term workshops, training programmes for entrepreneurs. The inter-regional market linkage may be developed for sale of goods. Vocational training institutions need to be upgraded with infusion of latest technology. The paper concluded that economic development of a country largely depends on the rate of industrialization. Industrialization and women entrepreneurship are directly related.

> **Savitha and Rajashekar (2012),** examined that role of self-help groups on the development of women entrepreneurs - a study of Mysore district in Karnataka. The study’s main objective is to evaluate the role and working on Self Help Groups in women entrepreneurship and also to assess the perception of beneficiaries about the role of SHGs. The criteria adopted here is that the SHGs should have a linkage with banks. SHGs support women empowerment through their own enterprises. Government, banks and other financial institutions should come forward to offer loans for women. The paper suggested that there should be more vocational training programmes for women, introducing new skills and technical knowledge. Through the creation of self-help groups, poor people can safely deposit money and accumulate funds for future investments and emergencies as well as access loans for productive purposes leading to higher incomes must be made available.

> **Upadhye and Madan (2012),** revealed that women entrepreneurship paves the path of development of these women in particular and society in general. The study pointed out those women entrepreneurs were in lower strata of
society in the city of Pune, Maharashtra, India. The paper observed that women entrepreneurs' personality, economic and social status affects entrepreneurship. The paper makes an attempt to profile the same with the development of an index. The results were found to be statistically significant. However, the skills, earnings, work efficiency and economic status of women entrepreneurs need not change in the society towards to women. The study concluded that there is a marked change in the personality, the economic and the social status of these women.

- **Vasanthakumari (2012)**, examined the economic empowerment of women through micro enterprises in India. The paper focused on promotional agencies for SHGs in Kerala. Micro enterprises have created an economic revolution in the country. Emergence of women entrepreneurs and the beginning of micro enterprise development. The intervention of voluntary efforts from promotional agencies need not be over emphasized. Analysis depicts increase in each of the six components of consumption and expenditure after joining the enterprise. The paper noted the economic empowerment by using variables like man days employed per month, monthly income, monthly savings, borrowings, amenities in the house, source of drinking water and the nature of ownership of house property, which reveals a considerable improvement after joining the enterprises. The hypothesis testing result shows that SHG linked micro enterprises have succeeded in empowering the micro entrepreneurs. The paper concluded that Self Help Groups (SHG), through micro enterprise development, are recognized as an important mechanism for empowering women. Women make adequate economic contributions to the family and they are bound to be treated at par with men.

- **Singh (2013)**, examined the socio-economic status of women entrepreneurs in small scale industries. Women have economically progressed, but still men enjoy a larger share in the country. Then societal attitude and supports are major determinants of women entrepreneurial success. Women entrepreneurs faced difficulties in getting finance which is a critical resource for venture creation. The study focused on Small Scale Industries (SSI) and to understand
the socio-economic status of women entrepreneurs with special reference to women entrepreneurs. The nature and characters of SSI is suitable to women to become entrepreneurs. The areas in which the better educated entrepreneurs required help were found to be quite different from the area in which the less educated needed help. Likewise, higher the education of a woman more she is successful in her business.

Shiralashetti (2013), examined the economic empowerment of women entrepreneurs – study in North Karnataka. The paper pointed out that women empowerment increase by creating opportunities, including jobs, financial services, skills development and market information. The study used statistical tools like t-test, compression of rural and urban women entrepreneurs. The P-value is less than 0.05 for one tailed t-test and hence changes in personality elements of entrepreneurs before and after, differ significantly. This signifies that there is an increase in personality of women entrepreneurs after undertaking entrepreneurial activities. The paper suggested creating awareness, providing practical oriented training, establishing women entrepreneurs co-operative societies, extension of benefits of industrial area special economic zone to women entrepreneurs wherever they undertake entrepreneurial activity. The paper recommended the increase in employment opportunities by providing support, building competitiveness and increasing economic exchanges among women entrepreneurs.

Gunashekhar (2014), focused on the traditional economic growth theory, in which an entrepreneur does not hold an explicit position in the models. However, recent models have tried to connect purposive, profit-seeking investment in knowledge to the persons performing this task, namely, entrepreneurs. The paper pointed out increase in turned in number of women owned enterprises in India, but despite government efforts, substantial growth could not be achieved. It also tried to explore the policies and financial institutions which are assisting women entrepreneurship in India. The paper paused on that the result because we know comparatively little about women entrepreneurs even though they contribute positively to Gross National
Product, jobs, innovations and societal welfare globally. Suggestions of the paper women entrepreneurship to work as a tool to eradicate poverty at grassroots level, housewives as potential source of entrepreneurship should be targeted by government and NGOs, their potential should be identified and opportunities should be provided to them. The paper concluded that increasing significance of women entrepreneurs and the area remains understudied.

➢ **Gupta and Kumari (2014),** proved the issue of women empowerment through Entrepreneurship in India’. The study pointed out that women owned businesses are highly increasing in the economies of almost all countries. The study observed that the hidden entrepreneurial activities of women entrepreneurs have gradually been changing creating the skill, knowledge and adaptability in business which are the main reasons for women to emerge into business. The study makes some suggestions for increase or promotion of women entrepreneurs and healthy growth of women entrepreneurs in India. The Conclusion of the study it can be stated that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate.

➢ **ShugufaYasmeen and Gangaiah (2014),**found greater women empowerment through micro-enterprises. The study is related to the socio-economic background of the women entrepreneurs and assessed the role of micro-enterprises in the empowerment of women in terms of economic, social and psychological change in Y.S.R District of Andhra Pradesh. Sample of 60 women micro enterprises were selected based on simple random sampling. The study measured economic empowerment of women micro entrepreneurs. The savings habits have been increased after starting the micro-enterprises through these savings and they are able to fulfill their sudden economic needs. The economic empowerment is attained after starting a micro-enterprise. Similarly, the decision-making power in the family affairs is vested in the hands of the women entrepreneur, after their involvement in micro-enterprise. This is an indicator of social empowerment. The micro-enterprises have inculcated self-confidence among the women.
entrepreneurs which shows that they are psychologically empowered. The paper concluded that women have attained economic, social and psychological empowerment after starting the micro-enterprises, which is a true reflection of empowerment of women. The paper suggested the same for women micro-enterprises. The NGOs and government should come forward with awareness programmes exclusively for young women. They recommended efforts to diffuse information on prospects of entrepreneurship among the less educated women and proved them credit facilities and information about different types of microenterprises.

- **Amith kr. Deb (2015)**, dealt with micro-entrepreneurship for women self-reliance. The paper observed that most of the women in Indian society are engaged in household activity. For women empowerment socially, economically and politically microenterprises are essential for their self-reliance. The study pointed out that changes that have taken place after engagement in micro-entrepreneurial activity by women and also searched the factors about their involvement in entrepreneurial activity. The study is based on empirical analyses. The study identified that after engagement in entrepreneurial activity women significantly changed and their attitude became economically healthy and they led prestigious social life in Tripura. The study found that tribal women are engaging micro-entrepreneurial activity that provides economic help to their family and give their children better education and health. The paper suggested that women entrepreneurs need more training necessary for skill development, new advanced technology and more economic support. The paper concluded that micro entrepreneurship empowers rural poor women and their level of prestigious life in society as well as in their family too.

- **Arul Paramanandam and Packirisamy (2015)**, conducted an ‘empirical study on the impact of micro enterprises on women empowerment’ The study pointed out that the micro enterprises came in through women empowerment and income generating activities by women owning their own business. Women empowerment is very important for them to create acceleration of economic growth. The SHGs promoted micro-enterprises as a tool to boost
their economic self – reliance. The paper observed that women should develop technical knowledge, skill- training and marketing techniques in the process of establishing enterprises. Because, the Micro enterprises add value to a country’s economy by creating jobs, enhancing income, strengthening purchasing power, lowering costs, improving standard of living and adding business convenience.

- **Divya and Jagadish (2015)**, examined the ‘Economic empowerment through women entrepreneurship’. The paper analyzed Mysuru city women entrepreneurs and their opinions for opting their business activities and their experience. The paper used simple random, sampling method to get information. The analyzed the data by using simple percentage method and tabular methods were applied to analyze the perception and demographic profile of respondents. The paper pointed out that decision making-process, income generating activities. Women group becomes economically stronger and get connected to the process of financial inclusion makes a positive impact on the growth process of an economy. The paper concluded that a stronger woman builds a stronger family and thereby a stronger nation.

2.1.3 Women Entrepreneurship Programs and Problems in India and Karnataka

- **Sharda (1989)**, the paper pointed out that the government supported it through agencies at the state as well as the central level programmes and schemes through training for the women entrepreneurs. The study noted that support was needed for the development of entrepreneurship among women and that the lack of support system led to ineffective entrepreneurship.

- **Buechler and Simone (1995)**, analyzed that the study that measured 12 leading micro- lending institutions to attract women borrowers. The study observed that lending institutions should adopt flexible or alternative collateral security, small loans, rapid loan processing and a loan portfolio mix of different sizes and types of loans for encouraging women entrepreneurs. The study recommended that micro-lending institutions should link women
clients with trade associations and other market avenues so that they were able to sell their goods at a profitable price.

- **Das (2000)**, conducted a study on the profiles of women entrepreneurs who own and manage small and medium sized enterprises in two states in Southern India, Tamil Nadu and Kerala. The paper observed that the major problem of women entrepreneurs faced in continuing operation of their business arose work family conflicts that these women faced. The study also tried to ascertain the reasons for starting a business and the self-reported reasons for their success.

- **Patole (2002)**, focused on women entrepreneurs at Pune and Pimpri-Chinchwad region. They examined numerous schemes for women entrepreneurs and their implementation. The available schemes are for low income groups, thus many women belonging to these groups utilize them. Women entrepreneurs who belong to all age groups. The proportion of young women entrepreneurship is higher while those above so is very low, but still significant, The study suggested that the number of training programmes should not only be focused on increasing production but should also include marketing techniques and training in different sources. The government should utilize mass communication media to transmit information regarding various schemes. The paper concluded that the backward class women are the most benefited due to grants. Training is necessary for optimum utilization offend.

- **Jayammal (2005)**, examined problems of women entrepreneurs with special reference to some selected units in Coimbatore District of the State of Tamil Nadu. Almost all the women entrepreneurs involving in work irrespective of their education, age, marital status, caste, religion, type of organizations, ownership type, experience, amount of capital investment, fixed assets, etc. The paper pointed out that finance is their first problem followed by sales, competition from other sellers, and purchase of raw materials, technical problems and labor related problems. The most formidable problem that women normally faced in the realm of developing entrepreneurship is
resistance, apathy, shyness, inhibitions, conservatism and poor response. The paper suggested that finance should make available to women entrepreneurs at a reduced rate of interest.

- **Nayyar et al. (2007),** pointed out the causes and constraints faced by women entrepreneurs in the entrepreneurial process in Himachal Pradesh. The study selected the sample through random sampling technique. The study identified problems of women enterprises which are poor location of unit, tough competition from larger and established units, transport facility, raw material. These were significant problems faced by women entrepreneurs. The paper suggested that institutional credit facilities for further expansion.

- **Kumari et al. (2010),** studied the problems of rural women entrepreneurs. The study was conducted in the rural areas of Rajasthan with 60 rural women entrepreneurs. The women entrepreneurs engaged in entrepreneurial activity and non-entrepreneurs were selected using random sampling method. The results of the study indicate lack of supportive network, financial and marketing problems which were the major problem areas for rural women entrepreneurs and major motivation for other women to initiate entrepreneurial activity.

- **Kumbhar et al. (2011),** examined problems and prospects of women entrepreneurs in India. The women entrepreneurs are displaying qualities such as accepting challenges, ambitiousness, enthusiasm hard work, and skillfulness. There are also various problems such as start-up finance, working capital management, marketing skills, access to technology, regulatory requirements, management skills, etc. The finding of the study revealed that creating a sizable employment for others and setting the trend for other woman entrepreneurs in the organized sector. The paper suggested that central and state government should assist women entrepreneurs to participate in international trade fairs, exhibitions and conferences.
Mahajan and Kamble (2011), pointed out that the Government of India has introduced some schemes to develop entrepreneurship among the women. The study focused on Maharashtra state government which established one corporation. The corporation Mahila Arthik Vikas Mahamandal (MAVIM) was established on 24th February 1975. The paper focused on various schemes, programmes implemented by MAVIM for women in Kolhapur District and its support to entrepreneurship development among women. The corporation has implemented various schemes, training programmes which are NABARD, Tejaswini Maharashtra Rural Women Empowerment Programs, SHGs Training programs, etc. MAVIM is working in 163 villages in 6 taluk a sunder these programmes. MAVIM was implemented Sustainable Cities Programme (SCP) Scheme in 158 (96.93%) villages SHGs and SCP programmes. There was improved women entrepreneurship among women as well as their standard of living in the society. Here the Government is supporting to the women entrepreneurs for their development.

Patil (2011), examined on women entrepreneurship development programme in Karnataka. The empowerment of women by setting up various infrastructure facilities for women to set up their own business units and become economically strong in the economy was studied. Various schemes have been adopted by the Government of Karnataka to improve the status of women. The Association of Women Entrepreneurs of Karnataka (AWAKE), Karnataka State Women Development Corporation (KSWDC) Programmes are women training programme, state resource center, marketing aid scheme, udyogini scheme and streeshakti scheme. The paper pointed out that rural women development and empowerment projects are Sri Kshetra Dharmasthala Rural Development Project, origin of banks and women, Central Bank of India, Grameena Bank, skill development project, origin of banks and women. The paper concluded that women entrepreneurs in Karnataka are supported by a variety of facilities to start entrepreneurship. Not only the government but also various other associations and groups have shown interest in supporting women entrepreneurs.
Prabhavathy (2011), carried out a study considering the problems of women entrepreneurs with special reference of Tuticorn district of the state of Tamil Nadu. This is purely a descriptive study using percentage, average, chi square test, ‘t’ tests; correlation, Cramer’s V, standard deviation, variance and probability analysis were used to examined problems faced by respondents. The result of chi-square analysis ($x^2 = 9.140444, p = 0.0392, df = 5, t = 2.77$), revealed that there is significant relationship between problems and business and women entrepreneurs in two blocks from Tuticorn district study area. The paper recommended gender specific training as being essential to suit social economic demographic conditions. Holistic approach is needed to look at the whole individual in a business perspective in the social cultural milieu. Total personal support and awareness is needed along with counseling stressing coping skills and public speaking skills.

Raval and Shejal (2011), observe that women entrepreneurship development is an essential part of human resource development. The study pointed out that status of women entrepreneurs and the problem faced by them when they ventured out to carve their own niche in the competitive world of business environment. Women have become aware of their existence, their rights and their work situation. According to the study progress is more visible among urban women entrepreneurs. The study pointed out that urban women entrepreneur’s traits and skills to meet the changes in trends and challenges in global markets.

Bannur and Teli (2012), examined women empowerment through entrepreneurship training programmes is Rural Development & Self Employment Training Institute (RUDSETI), of Bijapur district. The data was collected with the help of a structured interview schedule. The paper examined the data on dependent variables like income and employment generation. Independent variables are age, education, family size, mass media, and skills orientation for women entrepreneurs. The study pointed out that among the trained women entrepreneurs, success rate of EDP training and time lag in establishment of enterprise by women entrepreneurs. The study concluded that the EDP training on income and employment
generation, factors contributing to and inhibiting the establishment and development of an women enterprise.

➢ Dhineshsankar and Mayilvaganan (2012), explain the performance of Prime Minister’s Employment Generation Programme (PMEGP) in Nagapattinam District. The programmeare ‘Micro Enterprises’ development through District Industries Centre (DIC) that has performed well and exceeded the targets phenomenally in the past three years. The findings of study indicate that Tamil Nadu has Disbursed Margin Money Phenomenally Higher than the National Average in 2009-10, 2010-11 & 2011-12 Tamilnadu has exceeded the target in Nagapattinam District. Their above the state average by a huge margin in all the three parameters. From 2009-10 to 2011-12 the target has been exceeded continuously. The DIC Nagapattinam has performed best in the year 2010-11 and has shown a sudden surge in the performance. The conclusion of the study shows that the District Industries Centre, Nagapattinam has performed well in the study period and the trend shows a possible continuation of this performance. Being a rural, backward District it has good opportunities to further the PMEGP Scheme. It is suggested that the DIC may concentrate on renewable energy products and services which is the need of the hour in the country and Tamil Nadu.

➢ Kamble and Hange (2012), the paper focused on women entrepreneurs’ trends and problems. Women continue to be discriminated exploited and exposed to inequalities. This is very real in business circles in general and rural entrepreneurship in particular. Rural entrepreneurial activities are based education, training facilities, capacity building and management skill (with stipend) which are to be provided. Women development has been considered the core area for overall sustainable development of the nation. Further, the necessity of development of women has been understood. Women’s empowerment and their full participation on the basis of equality in all spheres of society are fundamental for the achievement of equity, development and peace [world conference on women, Beijing, 1995].
- **Premalatha (2012)**, noted that today’s world is changing at an astonishing pace. Women are an economic force to be reckoned with out. The objective of the study was to conduct a relative investigation of AWAKE, SISI, MDTC, RVTI, and KASSIA that impart Entrepreneurship Training and Development programs for women in Karnataka and its impact among women entrepreneurs. Out of 1000 trained women entrepreneurs in each institute, 100 samples were selected in which 50 were to be potential and 50 existing women entrepreneurs. The study pointed out that participation of women increased in recent years in income generating activities and entrepreneurship. The untitled goal is not just to provide an effective entrepreneurship development programme but to cultivate perfect human being in the society in the form of competent and successful entrepreneur.

- **Shakti (2012)**, the study focused on examining the problems of women entrepreneurs in districts of North Karnataka. The Likert’s five point scaling technique was used to analyze the level of problems faced by women entrepreneurs. The result of study indicates that lack awareness, lack of education, marketing facilities financial facilities and lack social facilities are the main problems of the women entrepreneurs. The study suggested that Government of India and Karnataka State have introduced schemes like SGSY, Udyogini, PMEGP, Rashtriya Mahila Kosh, Mahila Vikas Nidhi, Mahila Udyam Nidhi, etc to bring more entrepreneurs into light and to solve problems of unemployment and underemployment. Therefore, it is very essential to bring awareness among women entrepreneurs through awareness programmes. The study concluded that women entrepreneurs co-operative societies, simplified procedure and documentation for availing benefits of schemes most be developed.

- **Chander and Arora (2013)**, examined that financial problems of women entrepreneurs during starting stage and running of their enterprise and the main obstacles faced by women entrepreneurs. These obstacles need to be addressed so that women can make a significant contribution in sustained economic growth and social progress of our country. The study examined that financial problems faced by women entrepreneurs in Haryana during the
start-up stage and running of their enterprise. The study reveals the lack of adequate information about the schemes of financial institutions among women entrepreneurs.

- **Raghavalu (2013)**, focused on role of institutional agencies for the development of women entrepreneurs in Karnataka. The Women and Child Development Department, since its inception of the five year plans has been implementing special programmes designed to improve the socio-economic status of women. The programmes and schemes are providing help and support at all level to the women entrepreneurs for their socio-economic development. Programmes and schemes are Udyogini scheme, Marketing assistance Scheme, Urban Shrishakti Schemes, SwarnaJayanthi Gram Swarozgar Yojana (SGSY) which are state level institutional programmes. The growth and development of women entrepreneurs both in India and Karnataka depends on effective economic policies and supportive agencies and their programmes/schemes. Women entrepreneurs would lead the industrial sector if the programs and agencies are continuously effectively implemented with better coordination and cooperation with each other.

- **Haseena and Mohammed (2014)**, examined major problems of women micro entrepreneurs in Kerala. The paper focused on various problems like training, finance, production and marketing and high labour cost problems. The paper pointed out that the main lacuna of women entrepreneurs in Kerala as not getting adequate credit from financial institutions. The major steps taken to solve production and labour problems by the women entrepreneurs in Kerala are importing of cheap labour and giving incentives to workers. The paper concluded that the women entrepreneurs lack the time to attend pay for the training and training cost and the long distance to the training centers for women entrepreneurs as reasons for poor performance.

- **Parab (2014)**, analyzed the institutional support for women entrepreneurship. The study based on primary study sample size of 136 women entrepreneurs in Dharwad district. The study found out poor awareness level among the sample women entrepreneurs on availability of various schemes. 85 percent of women entrepreneurs were having awareness and benefits of the
programmes. The study reveals that women were receiving institutional support and those not receiving support have same rate of profit. This indicates failure of institutions involved in developing women entrepreneurs. Finding of the study was that institutions should also lay more emphasis in providing quality improvement through adoption of the latest technology and utilization of management skills. The study suggested motivating and strengthening the women entrepreneurs.

- **Akshatha and Manjushree (2015)**, proved the institutional financial support to rural women entrepreneurship development. Women entrepreneurs create new jobs for themselves and others and also by being different the study indentified the institutions are FIWE, SMEs, SIDO, CWEI, WIT, SEWA, SHGs, FIWE, NABARD. Government of India took many initiatives to develop and improve the position of women and thereby promoting their entrepreneurial skills and capabilities like adequate training programmes, management skills. These encourage women participation in decision-making. The paper concluded that the Indian women entrepreneurs are eager to do the business and are interested in income generating activities. The establishment of many institutions and centers for supporting women entrepreneurship in the need of the hour.

2.1.4 Women Entrepreneurship in Rural and Urban areas in India and Karnataka

- **Dasgupta et al. (2006)**, observed that women in the urban sector, displaying their acumen in different spheres. The paper focuses on skills, training, polishing and suitable financial back-up so that they can ever come to limelight and can have an exposure in entrepreneurship. The study points out the untold tale of struggle and strife witnessed by the tribal women in a rural setup of South West Midnapore, West Bengal to give a realistic account of women entrepreneurship. Empowerment of women will be meaning full if many hindrances are removed and women can win their own fortunes in a gracious manner. Argument of this paper is that a micro experiment of rural entrepreneurship can be a macro experiment in the years ahead.
- **Sidhu and Kaur (2006)**, indicated the benefit of easy availability of farm and livestock based raw material and other resources. The paper observed that the rural women after entrepreneurial development have improved in their personal capabilities and decision making in the family and society. The study was done in Punjab. The study pointed out that entrepreneurship led to rural women economic empowerment, improved standard of living, self-confidence, enhanced awareness and decision making status, Increased social interaction, improvement in leadership quality. Rural women perform operations in the farm and home system and have basic knowledge, skill, potential and resources which can prove helpful to manage the enterprises funded by them.

- **Choudhary and Rayalwar (2011)**, opined that women entrepreneurs had significant impact in all segments of the economy in India. The paper focused on that Enterprises Server (NSSO 2001) provides a profile of female and male proprietary enterprises. The Survey found that about 5.4% of enterprises are run by rural women. Rural women entrepreneurs mainly own account for enterprises (OAES). The 12% of the workers in engaged in the enterprises were females. The paper suggested that rural women’s enterprises development Government should draw up a plant. The Indian rural women entrepreneurs must work more on empowering women entrepreneurs through training and capacity building training. The paper concluded that universities and institutions can help in increasing the women’s business education. If that happened the future will see more women entrepreneurs.

- **Jyoti et al. (2011)**, examined factors affecting orientation and satisfaction of rural women entrepreneurs. The paper focused on the samples which comprise boutiques, beauty parlors, carpet making units, and general stores in Jammu and Kashmir. Univariate, bi-variant, and multi-variant techniques were used for data analysis. The cause and effect relationship between different factors viz., social, psychological, financial, factors were analyzed. Out of 13 paths, eight relationships are significant while relationships are insignificant in this structural education and women’s entrepreneurial role is limited. The paper observed that the government decided to generate women entrepreneurial activities in rural areas that are back-ward. The paper suggested that Bank and Financial
institutions must come forward to support and motivate women to start the units. Women entrepreneurs should be provided with special training and development programmes for implementing their innovative instincts.

- **Mehta et al. (2011)**, revealed that rural women mobilized the nation towards progress and prosperity. The paper focused on opportunities for rural entrepreneur’s development programmes IRDP (Integrated Rural Development Programmes), TRYSEM and DWCRA. These programmes are increasing rural women income generation to the family. They impart technical & entrepreneurial skills & raise the income levels of the poor. The paper suggested that among rural women entrepreneurs in economic development, better educational facilities and schemes should be extended to and by the government. Training entrepreneurial attitudes should be given at the high school level through well designed courses. The paper concluded that rural women can be very effective agents of change for homes, better society and ultimately for a robust economy in the present global scenario.

- **Sable (2011)**, carried out a study on key challenges faced by rural women entrepreneur and entrepreneurship. The study is based on primary data collected by administrating a questionnaire in 10 villages of Osmanabad district, Maharashtra and by selecting 10 rural Women entrepreneurs from each village. Out of all the challenges faced by rural women entrepreneurs social challenge is the key (number one) challenge faced by them. Main social problems are social behavior (92%), gender role ideology (88%), old social attitude (85%) and caste system approach (96%). Therefore, to understand the overall scenario of rural women entrepreneurship and entrepreneurs of rural India, and to suggest corrective measure and action plan, she advised that a high power commission should be appointed by the Central Government at national level.

- **Singh and Sharma (2011)**, revealed that empowerment of women has emerged as an important issue these days as a sine-quo none of progress in the national economy. Rural women engaged in agriculture constitute 78 percent of all women in regular work and the contribution of women and their role in the family social-economic development. Women are engaged in livestock
management, post-harvest and allied activities. The paper concluded that micro enterprises could be an effective instrument of social and economic development and rural women, abundant resources to take up enterprises. The economic empowerment of women leads to the development of family and community.

- **Menon and Sarkar (2012),** analyzed women entrepreneurs in urban and rural area. The study focused on the women’s participation in urban and rural small business units. They tested by using hypotheses chi and z tests and results were modeled to express regional disparity in the level and nature of women’s participation. Small business units today depends mostly on balanced contribution from participants from all levels, initiative measures have to be adopted to attract, educate and bring in more women owner-employee to undertake managerial responsibilities, especially in regions where women suffer deprivation due to a low level of literacy. The paper concludes that more women enrolling in higher education could enhance interest and skill to manage their own business in the future generations.

- **Sharam (2012),** this paper reviews the opportunities and challenges by women entrepreneurs in rural areas in India. The paper examined women empowerment through micro entrepreneurship. Women are in a very pathetic state especially in rural areas and opportunities for earning are very less in this scenario, Self Help Groups (SHGs) have paved the way for economic activates of rural women. The paper suggested that making provisions of marketing and sales assistance from government. The paper concludes that micro entrepreneurship, the right assistance and strengthening their capacities, besides adding to the family income.

- **Basavarajappa and Kumari (2013),** the study focused on the role of institutions which are working for the development of rural and urban women entrepreneurship in India. Money is important to every business unfortunately, rural women are facing fiancé problems to start their business. Various organizations are working for the development of women entrepreneurship and are conducting training programs. There are the National Resource Centre for
women (NRCW, WIT, WDC, DWCUA, AWAKE, WIMA, Self-Help Group (SHGs), NRCW). These organizations are providing financial assistance, supplying raw material, motivating women entrepreneurs. The women entrepreneurship development, has improved through integrated efforts by various organization and agencies. Therefore necessary assistance can be provided to women entrepreneurs.

- **Kumar and Sethuraman (2013)**, analyzed SHGs which have been successful in empowering rural women through entrepreneurial activities in Kancheepuram, in TamilNadu. The paper pointed out that there is an increase in self-confidence, self-reliance and independence of rural women due to the involvement in the entrepreneurial activities. The paper pointed out that the SHGs could be linked to literacy programmers run by government and it could be made an integral part of SHGs activities. Increased literacy level for SHGs members taking entrepreneurial activities, understanding government policies, technical understanding and gaining required skills, can bring about radical transformation.

- **Meenakshi et al. (2013)**, pointed out that the entrepreneurship is a crucial tool for empowerment of rural women in India. The Major part of the national economic development is contributed by rural economy. The study pointed out that entrepreneurship is considered to be a key for women empowerment especially in rural areas and hence promoted for women entrepreneurs. The study observed that government awareness programs should be conducted for rural women entrepreneurs. The study concludes that rural entrepreneurship is the answer to the removal of rural poverty in India.

- **Patell and Chavda (2013)**, pointed out that rural entrepreneurship in India has to face challenge and problems of rural entrepreneurship. The majority of rural women entrepreneurs are affected by poor education, financial problems, insufficient technical and conceptual ability. It is too difficult for the rural women entrepreneurs. The paper concludes that for women entrepreneurship development, integrated efforts by various organization and agencies are
needed. Necessary assistance should be provided to develop women entrepreneurship.

- **Sunil (2013)**, focused on the opportunities and challenges of rural women’s entrepreneurship in India. It depends on various factors like social, religious, cultural and psychological factors. To promise opportunities for rural women entrepreneurs there is the Training of Rural Youth for Self Employment (TRYSEM), Development of Women & Children In Rural Areas (DWCRA), NORAD Programme, Support to Training and Employment Programme (STEP), Indira Mahila Yojna (IMY), Self Help Groups (SHGs). These programs support rural women entrepreneurship and training and providing financial support for entrepreneurs. The paper suggested that Training Facilities about Management skills should be extended by the Government. Management Institutes for women about Management Skills Development for women entrepreneurship should be set up by the Government. The study concludes that to develop women’s entrepreneurship in rural India, Government of India, should prepare an efficient policy and implement them to encounter various challenges for women’s entrepreneurship in rural India like lack of credit, training, network, marketing skills, lack of support from society, traditional approach of society etc.

- **Singh and Gupta (2013)**, examined the ‘empowerment of rural women through micro entrepreneurship development in India’. The paper pointed out that the Self Help Groups (SHGs) have given economic support for rural women entrepreneurs, the members of Self Help Groups are involved in micro entrepreneurship. Rural women are economically and independently providing employment opportunities for other women. Hence empowerment of women is necessary in the rural area. The paper proposed that micro entrepreneurship is increasing women’s decision-making power. The important finding of the study is that micro enterprises are economically effective for rural women.

- **Munirajul and Jayasheela (2014)**, examined rural women entrepreneurs in the Indian agricultural sector were reference to opportunities for rural women agricultural business. Lack of education, financial problems, insufficient
technical and conceptual ability. Because of these it is too difficult for the rural entrepreneurs to establish entrepreneurship. The prosperity and the employment are impacted by the growth in agricultural sector. The agriculture is the basic industry and it deals with rural development therefore there are bright prospects for rural women entrepreneurship in India.

- **Parveen (2014)**, examined the study development of rural women entrepreneurs through various type of trainings. NGO’s and SHG’s are conducting through workshops for training the rural women entrepreneurs to enhance their knowledge, skills and abilities in business. Programmes have been developed for rural women entrepreneurs to face challenges such as access to credit, lack of access to business and marketing information as well as lack of book keeping skills. When granted with any loans or smaller loans and if they fail to repay it back within the stipulated time then they face difficulties in applying for other loans as the banks never consider them as they are defaulters. Hence, the workshops must train the rural women to pay back their loans, big or small in a proper way by training them to fix the prices of produces in such a way that all the expenses are included and when they receive the sales proceeds the percentage of amount must be saved so as to make the repayment of the loans easier. The study suggested that even if the rural women are aware of the banking procedure to acquire loan, they feel that the procedures are too complicated and time consuming.

- **Roy & Manna (2014)**, the study focused on women entrepreneurship and empowerment from the perspectives of thriving, evolving and prospering in urban India. In the millennium beyond the peripherals of metropolis through an intensive micro-level field study. The study explored levels of perceived empowerment of women entrepreneurs and the relationship between empowerment and socio-demographic and family relational factors. The result pointed out that the poor level of perceived empowerment of women entrepreneurs. The paper analyzed that women entrepreneurs have got their recognition and importance only in their families. They have not thought that their business-life has enhanced their status in society. The study noted that
decisions in family, financial management and social interaction have caused significant influences on the empowerment of women entrepreneurs.

- **Sivanesan (2014)**, attempted a comparative study of rural and urban women entrepreneurs. The study noted that various problems, motivating and de-motivating factors of women entrepreneurship in both rural and urban areas in Kanyakumari district in Tamilnadu. In the present study the researcher used simple percentage analysis, and Garrett Ranking Technique and chi-square testing for hypothesis testing. The service sector also created entrepreneurial opportunities for rural women. The study concluded that rural and urban women are ready to face the challenges associated with setting up of business. Women’s education is contributing to a great extent in social transformation. Paper suggested ways of eliminating and reducing hurdles of the women entrepreneurship in rural and urban areas.

### 2.2 Research Gap

The study of economic empowerment of women is a very crucial issue in the world today. It is found that studies have dealt on various aspects of women entrepreneurship. Research has also carried on the impact of social-cultural factors on women empowerment and entrepreneurship independently. There is research work on women empowerment, problems and programmes on entrepreneurship at international, national and Karnataka level. Studies have also been done on women entrepreneurship in north Karnataka. There is limited work on the performances of micro entrepreneurship of women entrepreneurs belonging to rural and urban registered and non-registered. There is few works classifying and comparing women entrepreneurs on their business activities like trade, manufacturing and service in Karnataka particularly in Mysuru District. Hence, the present research entitled empowerment of women through micro entrepreneurship is a study in Karnataka that is unique.
2.3 Conclusion

It is clear from review of literature that several studies focused on women entrepreneurship and women micro-entrepreneurship in India and at the state level. In Indian women entrepreneurship can be considered as a necessity entrepreneurship rather than opportunity of work culture in society for women. Most of the reviews have identified women entrepreneurs experience made effective change in the personality, and the same in the economic and the social status of these women. Further, the women entrepreneurs get involved in decision making and income generating activities to run their family. And also society is more supportive in upper class families in urban area compare to rural area. Majority of studies shows that government, banks and other financial institutions should come forward to offer loans for women entrepreneurs. And also in view of the current technological boom in electronic and information technology, more women entrepreneurs in these basin areas need to be encouraged to participate in women entrepreneurship. Majority of studies argued that the government programmes for women entrepreneurship have not yet reached in rural areas. Rural entrepreneurship is not satisfactory compared to urban entrepreneurship. Because, very few of women are aware of Government Training Schemes.
Section II - Theoretical Framework

2.4 Introduction

Empowerment is a process of change, not an end state. It means greater gender equality and women must have the same opportunities as men in all spheres of life. Empowerment is a multidimensional concept where all aspects of life interact. Economic empowerment is the ability to make economic decisions and act upon them. There are various theories of women empowerment. Income generated activities are the key process for economic empowerment of women. Entrepreneurship is an evolved thing with the advancement of science and technology. It has undergone Metamorphosis and emerged as a critical input for socioeconomic development. Various economists have developed theories of entrepreneurship. It is a universal fact that entrepreneurship is an important factor in economic development. The traditional models treat the entrepreneurial function like a managerial function. In modern growth theory also, any contribution of entrepreneurship is typically contained in a residual factor. This residual, variously termed as ‘technical change’ or ‘co-efficient of ignorance’. It includes, among other things, technology, education, institutional organization and entrepreneurship.

2.4.1 Different Views on Women Empowerment Theories

Lipset 1959, Rostow 1960, Deutsch 1964, Bell 1999, Lnkeles and Smith(1974), according to them economic development is central to increasing the pool of women eligible for position of social power. They also emphasized that increased economic development associated with distribution of educational and occupational resources. Providing educational and occupational resources for women, changes of profession of women contribute to development and political power.

Blumberg (1989a), asserts that women economic power enhances the wealth and well-being of nations. Blumberg observed the following change of behavior among women. Women who control their own income have fewer children. Women are able to provide equal opportunities for education to their children. Girls education is basics for empowerment of women. So removing educational in equalities and promoting education of the girl children led to Millennium Development Goals (MDG) in terms promote gender equality and women empowerment.
Different thinkers have evolved different theories of entrepreneurship. Salient features of these theories are as follows. The theoretical view on initiator of action is that it is a stimulant of socioeconomic change and development.
Views on Entrepreneurship Theory’s

- **Classical School Theory**

  **Richard Cantillon (1680-1734)**, says that entrepreneurial activity is important within the economic system. The system includes Landowners capitalist, Entrepreneurs arbitrages and Hirelings wage workers. According to him market is a ‘self-regulating network of with reciprocal exchange arrangements’. Entrepreneurs are responsible for all the exchange and circulation in the economy. They also bring about equilibrium of supply and demand. The Condition thus recognizes that arbitrage always involves uncertainty. On the whole economist says that the entrepreneur is functionally described as arbitrager. Entrepreneur is one who engages in risk bearing ready to function within the economic system.

- **A Classical Thought on Entrepreneurship**

  **Jean - Baptiste Say’s (1767 – 1832)**, that the entrepreneurship plays an important role both in production and distribution. Entrepreneurs are the coordinator, modern leader and manager in the firm. Value is created by three types of industry.

  - The agricultural industry
  - The manufacturing industry
  - The Commercial industry

  The entrepreneur function within the distribution which is the complement of the production sector in say’s economy is to gather the revenues from the products sold and to distribute these amongst the production inputs: labour, capital and land. Those inputs or their owners pay remuneration according to their efforts in the form of wages, interest, and rent respectively. Many qualities recovered for successful entrepreneur like entrepreneurs is the coordinator, modern leader and manager in their entrepreneurship. The combination of the various tasks ‘requires a combination or moral qualities that are found together - Judgment, perseverance and knowledge of the world as well as of business.
• A Neo-Classical thought on Entrepreneurship

Marshall (1842-1924), Edgeworth (1845 – 1926), and A.C. Pigou (1877 – 1959), according to these neo-classical economists every individual has agents who have perfect information and have their economic objectives. Firms should have maximum production. Marshall’s theory gave more important role to the entrepreneur than any other neo-classical theory. The Marshallian model denotes the supply of commodities and by-product of innovations by the entrepreneurs. Marshall gave importance to innovations. Any new innovations of entrepreneurs must benefit the society. According to Marshall the entrepreneur should be a ‘natural leader of men’(1890-1930). On the whole entrepreneurs coordinate supply and demand in the market. They undertake all the risks that are associated with production. They have to take necessary steps to ensure progress of the entrepreneurship.

Knight Theory of profit (1885-1972), deals with risk, uncertainty and profit. He propounded the theory of profit and pointed out that entrepreneurs are a specialized group of persons who bear risk and deal with uncertainty. Knight argues that business uncertainty can be reduced through consolidation. Self-confidence is most important factor for the level of profit and number of entrepreneurs. The characteristic feature of the society through which the entrepreneur gets his role is uncertainty.

• Pure profit: Refers to the reward for bearing the cost of uncertainty.
• Situation of uncertainty: A situation where the probability of alternative cannot be determined either by a prior reasoning or by statistical inference.
• Risk bearing capability: Entrepreneur is the person who willingly carries on those responsible activities which are neither insured nor salaried.
• Guarantee of specified sum: While undertaking the responsibility of the business enterprise, entrepreneur guarantees interest to lend wages of employees and rent to the landlord. Thus specified sums of money are guaranteed by the entrepreneur for the assignment made to them. However, the supply of entrepreneurship depends upon the following
three factors. They are Ability of the entrepreneurs, Willingness of the entrepreneurs and The power to extend guarantees to others.

- Identification of Socioeconomic and Psychological factors: Which influence the supply of entrepreneur, since entrepreneurial motivation and abilities are in the long-run problems. Economic, social and psychological factors should be combined to promote entrepreneurship. Use of consolidation technique to reduce business uncertainty. Knight’s entrepreneurs specifically commit their capital and bear the resultant risk and uncertainty. He argued that the business uncertainty can be reduced by using the technique of consolidation to increase the profit.

- Self-confidence: Is the most important factor which is essential for the entrepreneur to undertake risk and to determine the level of profit and size of the entrepreneurship.

- The knight’s theory of profit, competition and entrepreneurship forms the true uncertainty. This kind of uncertainty, which had been ignored in economic theory before, is borne by a particular subset of individuals in society, the entrepreneurs.

**Joseph Schumpeter theory of Innovation (1934),** according to Schumpeter entrepreneurship is essentially a creative activity or it is an innovative function. According to him entrepreneur is a potential person to carry out new innovation in entrepreneurship.

According to Schumpeter innovation leads to new combination of entrepreneurship which are as follows:

- The manufacture of a ‘**new goods**’ which are unknown to consumers.
- The way of a ‘**new method of production**’ which is not identified by experience in manufacture world can also exist in commodity commercially.
- A ‘**new market**’ for the particular branch of manufacturer of the country should be opened.
- A ‘**new source of supply of raw materials**’ or half manufactured goods should be made available.
- A ‘**new organization**’ of any industry either he created or there should be a breaking up of a monopoly position.
Hence he depicted an entrepreneur not only as a premier agent of production who brings together all factors of production but also as a provider of sound management and control for the survival as well as the growth of the production unit. According to Schumpeter entrepreneurs are solely responsible to create their dreams and conquer the goals of their projects. In the Schumpeterian model, entrepreneur is an innovator, and the existence of ‘innovative entrepreneurs’ depends on the necessary social and economic overheads. An entrepreneur may not necessarily be an innovator “but an imitator” who would copy the organization technology, products of innovators from other developed regions. Entrepreneurs as an important source of economic development become imperative. There exists a motivational training program including measures to modify the environment to stimulate entrepreneurial behavior among individuals. There are thinkers who believe that the Schumpeterian entrepreneurs are needed in underdeveloped countries for rapid economic development.

**David McClelland Theory of Achievement (1940s):** The aim of achievement is the relevant factor for economic behavior. It is one of the best theories of economic entrepreneurial development. According to David “the achieving society, has propounded a theory based on his research the entrepreneurship ultimately depends on motivation”. It is the need for achievement (n. Ach); to promote entrepreneurship could be achieved through the sense of doing and getting things done. According to McClelland, motivation, abilities and congenial environment, all combine to promote entrepreneurship. Since entrepreneurial motivation and abilities are in the long run sociological issues he opined that it is better to make political, social and economic environment congenial for the growth of entrepreneurship in underdevelopment and developing countries.

McClelland pointed out the twin important characteristics of entrepreneurship that govern the economic behavior of a person to become entrepreneurial.

- Doing things in a novel and excellent manner.
- Decision making under uncertainty.

The study of the relationship between achievement motivation and economic development is the ‘n Ach’ technique for entrepreneurship economic growth. He found that it was the ‘n Ach’ factor which was a precursor of economic growth both
in socialistic and capitalistic system of economy. Entrepreneurship thus becomes the pivot around which need for achievement and economic growth to revolve.

To conclude with the words of V.L. Rao noted economist “the n Ach factor or n achievement approach suggests promotion of achievement. Oriented ways of thinking to foster economic development in the underdeveloped countries”.

**Hayeks theory on market equilibrium (1945):** This theory is about market equilibrium. However for review, the views are focused in relating to entrepreneurs. Hayeks has to identify the absence of entrepreneurs in neo-classical economics.

According to Hayek, the service of entrepreneurs is of types are.

- To combine the means and resources to gather for production.
- To undertake the entrepreneurial function of planning, scheduling and decision making.
- To guarantee a fixed rate of income, profit and interest this will go to entrepreneur as the reward for his services.

According to him a sale of equilibrium could be achieved by the communication of discoveries by entrepreneurs.

**Cole Harvard School Theory (1949):** According Cole entrepreneurship involves any purposeful activity that initiates maintain and grows a profit – oriented enterprise for production or distribution of economic goods or services with the internal and external forces. Internal forces refer to the internal qualities of the individual such as intelligence, skill, knowledge, experience, intuition, exposure etc. External forces refer to the economic, political, social, cultural and legal factors which influence the origin and growth of entrepreneurship.“Harvard school opined that “to search and evaluate economic opportunities”.

The Harvard school theory emphasizes on two types of entrepreneurial activities. They are Entrepreneurial functions like organization and combination of resources for creating viable enterprises. The responsiveness to the environmental condition that influences decision making function.
Papanek, 1962; and Harris, 1970 theory of Economic incentives: According to these economists, economic incentives are the integral factors that have induced entrepreneurial initiatives. Entrepreneurial development is a function of economic incentives. This is one of the basic traits which drive the entrepreneur to take up entrepreneurial activities and to bring about success. The link between a person’s inner urge and desired economic gains play a pivotal role in the development of entrepreneurial competencies.

Leibenstein’s theory of X-Efficiency (1996): According to leibenstein entrepreneurial functions are determined by the x- efficiency, it means X – efficiency is the degree of inefficiency in the use of resources within the firm. According to leibenstein “the persons who are able make optimum use of resources and minimize the losses can become successful entrepreneurs”.

The features of the theory: Leibenstein identified two type of entrepreneurship. The first type of entrepreneurship is known as ‘Routine Entrepreneurship’ which is intertwined with the important functions of management of the business. Innovative entrepreneurship is called second type of entrepreneurship. This type of entrepreneurship involves aggressive information. The first role is input completion, which involves making available inputs that improve the efficiency of existing production methods or facilitate the introduction of new ones. The role of the entrepreneur is to improve the flow of information in the market. The gap filling and visualizing the economy as a net made up of nodes and pathways are the second role of entrepreneur. X- Efficiency factor measuring rod to know the extent of deficiencies the firm incurs in its production function. X- Efficiency arises because either the resources of the firm are not properly utilized or they are wasted.

The Entrepreneur – An Economic Theory of Mark Casson’s (1982): This theory of entrepreneurship deals with the functional behavior of entrepreneur and his qualities which are crucial for his success. Demand – supply relationship need to adjust to change the scarcity of the desired personal qualities in entrepreneurship. Identification of qualities for entrepreneur. According to him qualities of a person drive him to take up entrepreneurial initiative and these qualities are mostly innate. He
gives the example of a quality which is crucial for a successful entrepreneur, the quality of imagination.

According to Mark Casson an economic theory is the functional definition of the entrepreneur. The theory of entrepreneurship deals with the functional behavior of entrepreneur and his qualities which are crucial for his success. According to mark casson entrepreneur is a person, who specializes in taking judgmental decisions about the coordination of scarce resources.

The theory reveals that development of successful entrepreneurship depend on

- The demand for entrepreneurship need to be adjusted as per the changing needs of the time.
- The deficient qualities of the entrepreneur should be made good by personal care.

**A Conceptual model of entrepreneurship by John J.Kao**

John J. Kao has developed a conceptual model of entrepreneurship. Entrepreneurship Creativity Organization (ECO), has developed a model of entrepreneurship. According to J. Kao entrepreneurship and creativity result from the interrelationship of the person, the task and the organizational context.

- The Person: The entrepreneurial talent, it is important to understand the personality, skill, motivation, level of experience and psychological preferences of people.
• The Task: understanding of opportunities, gathering of resources and providing leadership qualities appropriate for entrepreneurial growth.

• The organizational Context: it is the formation of creative entrepreneurial work. Factors like organizational structure and systems, the definition of work rolls and group culture significantly impact the nature of the creative or entrepreneurial environment.

• Environment includes the available resources, infrastructure, competitive pressures, social values, rules and regulations and the state of technology. The environment influences the enterprise creation significantly. The most successful entrepreneur is the one who adapts himself to the changing needs of the environment and makes it hospitable for the growth of his business enterprise.

2.4.2 Conclusion

The theories of entrepreneurship from Knight to Mark Casson 'Swith various functional roles of entrepreneurs as a risk taker and decision maker. Inspite of the diverse role portrayed, certain common themes could be identified. Schumpeter and McClelland have given primary importance to the individual. While Schumpeter has stressed on innovativeness or creativity of the individual as an important determinant of entrepreneurship, McClelland stresses more on the internal factors, the need for achievement. McClelland has dealt with one product of culture, viz the need for achievement extensively.

Entrepreneurship theories discussed are interdisciplinary in nature and are influenced by a multitude of factors. It is the integration of dream, achievement, motivation, integrity, zeal, honesty, sincerity, ability and hard work which are determine an entrepreneur or not. The entrepreneurship undergoes a change with the advancement of technology. Hence the evolution of entrepreneurship is a continuous process. In this context the next chapters focus on the development programmes for women on entrepreneurship.