The development of entrepreneurship of women specially in developing economies like India is viewed as the most effective package for progress. The dual role responsibility is said to hamper the growth of women entrepreneurship. Hence a holistic appraisal of women entrepreneurs to understand their dual role performance and the complementary strengths of homemaking role and entrepreneurial role is targeted by the present study.

An analytical survey followed by case studies of twelve women entrepreneurs from Eranakulam district in Kerala state was done. Entrepreneurial competencies of these women were measured and finally a SVVOT analysis was done.

Married women (92.5%) with no prior work experience started enterprises (66.4%) in their middle ages. Those with higher levels of education and income were hired by self development motives while economic reasons attracted others. Women with high levels of entrepreneurial competencies had entrepreneurial backgrounds and were oriented to managerial practices from an earlier period (66.7%). They also had good access to finance and other infrastructure required to initiate enterprises. Women showed a preference to servicing (64%) and conventional lines of business activities, proprietor concerns (84.5%), and micro units (66.4%). Majority
of them (58.%) did not avail loans. On an average they generated employment to 7.2 persons per unit and contributed over 54 percent of their earnings to the family. Women entrepreneurs were found attending to all types of tasks in enterprises. The highly competent women attended mainly to managerial functions and once the units were established switched on to formal styles of functioning. They spent on an average 7.3 hours a day in management of their enterprises. For homemaking they spent 4.8 hours on weekdays and 7.7 hours holidays. The help received from family members was minimum but the support and encouragement of their husbands were profuse. They faced problems like shortage of marketing channels (71%), dearth of technical and managerial guidance (69%) and had financial constraints (58%) but did not experience role conflicts (81%). The freedom (88.8%) and the flexibility (78.5%) they enjoyed in entrepreneurship made it more appealing to them than to salaried jobs. It gave them an elevated status in family (93.7%) and society (80%). The successful entrepreneurs were relieved from routine household duties by full time servants. Policy-practice gaps, lack of professionalism, conservative attitudes, time constraints, reluctance to improve entrepreneurial knowledge, submissive nature and low risk bearing capacity affected women entrepreneurship, while an entrepreneurial background, supportive family, access to infrastructure and entrepreneurial traits strengthened it. Both the roles required managerial efficiency. Acquiring strengths in one role resulted in favourable impact on the other.