Abstract

Entrepreneurship has been acknowledged as one of the essential factors determining the growth and development of the country. Women entrepreneurship may be defined as “women achieving economic independency and generates employment opportunities to others by running an enterprise”. Too often, entrepreneurial efforts by women have gone unnoticed and their contributions have been under appreciated. The present study of the women entrepreneurs was undertaken with a view to understand the nature and conditions of women entrepreneur in the informal sector under which they are functioning and the challenges faced by them, their satisfaction and their success in course of their entrepreneurial pursuits. The study suggest the ways and means to promote the welfare of the women entrepreneurs in the informal sector.

Multi-stage purposive random sampling method was adopted for selection of the blocks in the district. Non-random sampling method was used for selecting respondents from the study area. The field investigation and data collection for this present study were carried out from July 2012 to February 2013. The research report is presented in seven chapters. The analysis was mainly descriptive in nature and Garrett ranking technique was followed. In addition, multiple regression analysis was used to test the contributory factors for the success of women entrepreneurs in the informal sector. Major findings of the study have been grouped into four categories namely socio-economic status of women entrepreneurs in Informal sector, their entrepreneurial activity, factors contribute for the entrepreneurial sustainability and the problems of the informal women entrepreneurs in the study area. Entrepreneurial activity helps the women in improving their sustained livelihood, economic status, self confidence, social and family status. Hard work, time management and honesty are the major factors for the success of the women entrepreneurs. All the three regressions co-efficients are positive. The study recommends implementation of new policies and programmes according to the current density of the women entrepreneurs so as to improve the capabilities and capacities of informal women entrepreneurs in the study area. It is high time that the women are to be brought into mainstream development.