CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

The present chapter consists of the findings, suggestions, conclusions and scope for further research in the field of women entrepreneurship, women empowerment and small and medium scale sector in different views and angles. The summary of findings is the major aspects of the research study, which help to get a bird’s eye view of the research study. Hence this chapter has been arranged as per the questionnaire designed to collect the primary data. The following are the major findings arrived based on the analyzed and interpreted the collected data from primary and secondary sources.

Findings

A) General Findings

1. It was observed from the study that, the highest 40% of the women entrepreneurs belong to the age group of 31-35 years, nearly 24% of the women entrepreneurs are in the age group of 36-40 years and 14.28% of the respondents are from the age group of 41-45 years. On the whole, women entrepreneurs’ pattern indicates that the respondents are from age group of 31-35 years, the maximum number of women entrepreneurs under study.

   Generally, women think of a business idea in their thirties, as they viewed business is flexible and felt sure that they could manage both house and business easily. Hence, generally the women enter into business after thirties.

2. Educational qualification may be one of the most influencing factors on women in taking up the entrepreneurship. From the educational point of view, the overall analysis indicates that 30% of the women entrepreneurs have the academic qualification like Graduation, 28% of them come from Post-Graduation background, 13.45% of women entrepreneurs have PUC, 10.53% of respondents from Engineering and only 8.19% of them have Diploma/ITI level of education. This indicates that graduation, post-graduation or engineering level academic qualification are enough to promote the entrepreneurial activities. Therefore, education is one of the basic inputs to become an entrepreneur.
3. It is observed from the study that, nearly 84% of the responded women entrepreneurs are married, 10% unmarried, only 3% respondents are divorced and 3.6% of them are widows. Most of the women entrepreneurs are married because the parents feel that the economic independence of unmarried girls through entrepreneurship is a barrier for fixing their marriage.

4. It is observed from the study that, 37.50% of women entrepreneurs have sole proprietorship form, 29.2% have private limited form and only 26.2% of the women entrepreneurial forms are partnership firms. There were 7.1% of units in other forms like cooperative society etc. It indicates that sole proprietorship form is most appropriate and comfortable for women entrepreneurs to run, manage and decision making.

5. The study revealed that, from Occupational status of the women entrepreneurs before being an entrepreneur, 30% of the women entrepreneurs are home makers, 26.47% of them are employed in full time position, 17.06% are part time position, 15.29% are looking for a job and only 10.59% are studying. From this observation, it is very clear that, women ventured the units to make use of their financial resources and experience, knowledge, skills gained in the past days.

6. The study indicated that there were 18% of women entrepreneurs belong to SC, 12% of them are from ST category and 18% of the selected women entrepreneurs are from OBC group. Majority (41%) of the selected women entrepreneurs under the study belongs to the general category. Christian’s represent 6%, Muslims represent at 3% and others only at 2%.

**Major Findings**

1. From the research study, it was found that the growth and development of women entrepreneurship in India has been increased trend, i.e. in the year 1970-71 it was only 14.2%, in the year 1980-81 it increased to 19.7%, 1990-91 it accounted for 22.3% and it further increased to 31.6% in 2010-11. When compared with some other leading countries in the world, the development of India growth rate is least one and not insirable one.
2. It has been observed from the study that, the development of women entrepreneurship in Karnataka is not encouraging, because it accounts only for 26.84%, it is lower than the other leading states in India. UP, Gujarat and Kerala represents 40%, Tamil Nadu represents 31%, Punjab 34%, Madhya Pradesh 29%, and Maharashtra 32%.

3. **Influence of Financial Institutions Support**

From theoretical concept, a hypothesized model (Refer fig 1 of chapter IV) has been devised to know the factors or dimensions influencing the women entrepreneurship and empowerment. Accordingly, four factors namely Financial Institutions support, Infrastructure support, social support and market and Government support are considered.

a) From the SEM analysis, it is found that the financial institution support has a direct and positive influence on successful women entrepreneurship and empowerment. However, this hypothesis or the statement was partially supported (β =0.152; CR=1.785, p<0.10). It was found that, although getting good financial support from financial institutions, would not strongly transform into a better entrepreneurship and empowerment. Therefore along with good financial support, there is a need for better market support and flexible government support in form of amendments to the policies pertaining to the women entrepreneurship.

b) Furthermore, it was found that aspects such as lending money without insisting for collateral for women entrepreneurs, charging interest at a reasonable rate and no discrimination based on gender by the financial institutions are the critical aspects that need to be addressed for better financial institutions support to the women entrepreneurs. This not only encourages the women entrepreneurs to invest funds on various profitable ventures, borrowed from financial institutions but also helps them not seeking money from non-financial institution at a very high rate of interest.

c) As far as difficulties in administrative procedures adopted by the financial institutions are concerned, it is found from the results that there seem to be no difficulty in any administrative procedures. The study revealed that access to the necessary raw materials and necessary technology is a critical factor need to be addressed under infrastructural support factor.
4. **Infrastructure Support**

a) The analysis disclosed that there was no statistical evidence to support the statement ($\beta =0.208; \ CR=1.354, \ P \ value = 0.176$). Just providing infrastructure facility in the form of sufficient land, water, transportation, telecommunication etc., to women entrepreneurs and Government training centers for accreditation of skills, would not really transfer them in to a successful entrepreneurs and thereby resulting in to a better empowerment of women. Thus it can be inferred that getting good technology, sufficient raw materials, availability of land, training centers and own infrastructure, would not strongly results in to a better entrepreneurship and empowerment.

b) It is found from the study that, the availability of sufficient raw materials, by-products, ingredients and other necessary productive resource are critical factors which can positively influence on the women entrepreneurship and empowerment. Therefore it is an important duty of the government to provide all required productive resources to the needy entrepreneurs.

c) It is found from the study that technology is a very important aspect to be considered for growth and development enterprise run by women. An updated technology in form of production, process, product, sales and Marketing etc., can contribute a lot for women entrepreneurship and empowerment.

d) It is observed from the study that, on-availability of land, adequate training centers, and own infrastructure facilities do not positive influence (statistically) on women entrepreneurship and empowerment.

5. **Social Support**

a) It was found from the analysis that Social support has a direct and positive influence on successful women entrepreneurship and empowerment. It is fully statistically proved ($\beta =0.516; \ CR=4.389, \ p<0.05$). Thus it can be observed that, getting good family support from parents, husband, children’s and others, good and effective social networks are key element for the success of the business and cultural influence would strongly transform in to a better entrepreneurship and empowerment. Hence the argument that, women harassments in registering and operating the business due to her social status, would not really transfer them in to a successful entrepreneurs and there by resulting in to a better empowerment of women.
6. **Marketing Support and Government policy**

The hypothesis that marketing support and government policies have a direct and positive influence on successful women entrepreneurship and empowerment was fully supported ($\beta = 0.342; \ CR=4.075, \ p<0.05$). Hence, it can be concluded that the constant marketing support / assistance by the government for products manufactured by women entrepreneurs, access to the market for the products produced, and higher quota in allocation of government land for women and tax subsidy for women are critical factors under marketing support and Government policies which have positively influenced the women entrepreneurship and empowerment.

7. **Implied benefits of being a successful women entrepreneur**

   a) The hypothesis of successful entrepreneurship and towards more empowerment and would result in more and better economic sustainability ($\beta = 1.053; \ CR=8.158, \ p<0.05$), in the form of financial access given by banks, more financial independence, access to different business trainings, ability to diversify the business etc, resulted in more and better economic sustainability.

   b) In addition to the above, it was found that being a successful women entrepreneur and with better empowerment has a positive reflection ($\beta = 0.640; \ CR=8.666, \ p<0.05$), on social life of the entrepreneurs through better social acceptability, better contact/networks with outsiders, positive social attitude towards the business, minimize the gender inequalities. This is found to be statistically proven from the present study.

   c) Further the study revealed that successful women entrepreneurship would result in the creation of more employment opportunities to other women – especially in rural parts of the state. It would also result in self-development of managerial skills and ability to manage the organization for women entrepreneurs. Hence creation of more women employment is significantly influenced / reflected ($\beta =0.707; \ CR=7.841, \ p<0.05$) by the successful entrepreneurship of women has been accepted.
8. Challenges/ Issues faced by women owned SMEs

In course of research survey, some questions pertaining to problems faced by SMEs were asked to the sample women entrepreneurs. The queries pertained to shortage of working capital, prevailing constraints for small and medium industries to enter into international business, lack of government support for small and medium industries, untrained marketing personnel etc. Accordingly, it was found that

a) With respect to constraints relating to foreign business, 19% of respondents strongly agree, where nearly 63% of them agreed that, there are critical constraints in doing international business. In totality more than 80% of them agree that carrying on business with foreign collaboration is very difficult for small and medium enterprises headed by women entrepreneurs.

b) With respect to un-trained marketing personnel, nearly 13% of respondents are strongly agree, more than 40% of them agree that there is a problem of untrained marketing personnel. In total more than 50% of them agree that they faced problems in marketing due to lack of trained personnel. On the other hand 23% of respondents are neutral and more than 23% of them have not accepted that untrained marketing personnel are the major problem for them.

c) On the issue of lack of government support and marketing strategies, more than 20% of respondents strongly agree, whereas more than 65% of them agree that, there are serious constraints in getting the support from the government. In a nutshell more than 86% of them agree that getting government support and designing suitable market strategies are very difficult for SMEs headed by women entrepreneurs.

d) On the issue of insufficient working capital, more than 48% of respondents strongly agree, where as44% of them agree that, there is a constraint in managing adequate amount of working capital for smooth running of the business. In to, more than 90% of them agree that managing adequate and optimum amount of working capital is a very critical issue for small and medium enterprises headed by women entrepreneurs.
9. Participation in women entrepreneurship influences the individual development and growth of Women.

a) On the above issue, it is found that 13.2 % of responses [representing 74.4 % of the respondents] replied on the positive note that participation in entrepreneurship would enhance their literacy and education. The inference is very clear since nearly three fourth of the respondents were of the view that entrepreneurship would increase the knowledge.

b) It was found that entrepreneurship and empowerment have helped women entrepreneurs to educate their children and get them married, the study revealed that only 5.4 % of responses [representing 30.5 % of the respondents] agreed to the above statement, one-third of the total respondents under the study accepted the fact that entrepreneurship and empowerment have helped in educating and getting married their children.

c) It is observed from the study with respect to developing the communication skills – meeting with the people, 8.1 % of responses [representing 45.7 % of the respondents] agreed that entrepreneurship has indeed enabled women entrepreneurship to speak to other people outside the home.

d) It is observed that 14.8 % of responses [representing 83.5 % of respondents] opined that, on the job training – both technical and administration to women entrepreneurs have led to more empowerment.

e) On the issue of influence of different indicators of development and growth of women empowerment, it was found that, training [through formal or informal] has led to improve the fiscal health of their enterprises. It is observed that 7.7 % of responses [representing 43.3 % of respondents] stated that the training has led to an increase in their financial resources. 13.4% [representing 75.6% of respondents] opined that the development of managerial skills, and ability to organize resources are possible with proper training and development of skills.

f) It was found that 27% of the total respondents[14% of responses are towards increase in self-confidence and self-respect, 6.3% responses are towards access to health care and 6.8% of responses are favoured towards safe even at evening works] feel that entrepreneurship has resulted in development of self-confidence and communication skills.
10. Motivational Reasons for starting women enterprises

a) Economic Reasons

From the perspective of Economic Reasons, it is observed that, a majority 13% of the responses [representing 77.6% of the respondents] stated that self-economic independence is the major reason to start the enterprise. The second most common reason is to make profit aspiration in which 9.7% of responses [58.2 percent of the respondents], 9.3% of responses [55.8 percent of respondents], stated that their previous work knowledge and experience,5.6% [33.3% of respondents] responses opened that lack of other employment opportunities, 21% of respondents towards Identification of gaps, 21% of respondents towards Identification of gaps, 21% of respondents towards Identification of gaps, 21% of respondents to start the enterprise on their own, and another 20% of the respondents, the family business and they continued to carry out the business are the major economic reasons motivated them to become an entrepreneur.

b) Social Reasons

As far as the social reasons are concerned, 11.8% of responses [representing 70.3 percent of the total respondents] disclosed that there was a need to improve their social and family status in the society, and this was the main reason for the sample women entrepreneurs to start the business. Similarly, nearly 9.9% of responses said that a sense of self-achievement motivated them started the business. Gaining the respect from the society 4.6%, the influence of success stories accounts for 4% of response, were the cause behind the establishment of the units and 3.8% of responses states that, compulsion from their family members – in particular from their husbands motivated them to be women entrepreneurs.

c) Other Reasons

Looking at other miscellaneous/other reasons that made the sample respondents to venture their own business, it revealed that availability of raw materials 6.6% responses (39. 4% of the respondents) was the main reason, dissatisfaction with the current job 4.1% of the responses (24.2% of the respondents), Serve the people and the community 3.9% of responses (23.0% respondents), escape from domestic chores 3.4% of responses (20.6% of respondents), 3.8% of responses (23% of respondents) said that as they received good education as well being well trained during their tenure as employees (working for others) had made them to take a decision to start their own business venture.
11. Institutions Approached for Promotional Activities

A query was asked to know whether the respondents, were in the past and also at present have approached the government and other institutions for any promotional activities.

a) It is observed from the study, that 24.8 % of responses [ representing 100 % of the total respondents] approaching District Industries Centre [DIC] for any queries pertaining to their enterprises. The second highest approached institution, 24.3 % of the responses [ representing 60.5 % of the total respondents] is FKCCI and AWAKE, followed by KSSIDC where 20.3% of responses [ representing 50.6 percent of the total respondents]. Cumulatively, only these three institutions namely DIC, FKCCI, AWAKE and KSSIDC are most often visited by the respondents.

b) It is observed from the study, apart from the above, there exist a few institutions such as National Mission for Empowerment of Women (NMEW)- 2.5% of responses [6.2% of respondents], Department of Employments & Training – 6.7% of responses [16.7% of respondents], MSME development institute – 3.2% of responses [8.0% of respondents], Khadi and Village industries Commission – 6.7% of responses [16.7 % of respondents] , Ministries of Industries, Women and Child Development – 3.5% of responses [8.6 % of respondents], Chamber of Commerce – 2.7% of responses [6.8 % of respondents]etc. The study revealed that the percentage of respondents approaching these institutions is very low.

12. Marketing Problems for women entrepreneurs

a) It is observed from the study that, the enterprises functioning under proprietorship are Unaware of marketing techniques seem to be the most common marketing problem as about 83% of respondents acknowledged it. Lack of adequate monitory support or schemes from the government to which 82% of the respondents, Limited experience in new age marketing about 67% of the respondents, lack of marketing networks, about 33%, lack of trade fairs and buyers- sellers meet 23.3% and Limited knowledge about digital marketing 16.7% of the respondents, had struggle at promotional stages of their produced products.

b) Those women entrepreneurs run under partnership firms, it emerges that Unawareness about marketing techniques seem to be the most common marketing problem as about 81% of respondents acknowledged it. This is followed by lack of adequate monitory support or schemes from the government to which 68% of the
respondents, Limited experience in new age marketing 66% of the respondents, lack of marketing networks 31% of the respondents, lack of trade fairs and buyers – sellers meet 26.8% and limited knowledge about digital marketing 19.5% of the respondents opinioned that they has led to struggle at promotional stages of their produced products.

c) Those women entrepreneurs registered as private limited firms, it was reveals from study, that Limited experience in new age marketing seem to be the most common marketing problem as about 85% of respondents acknowledging it. This is followed by Unaware of marketing techniques to which 75% of the respondents, Lack of monitory support or schemes from the government about 63% of the respondents, limited knowledge about digital marketing 16.7% of respondents, lack of trade fairs and buyers – sellers meet 33.3%, and lack of network 18.8%has led to struggle at promotional stages of their produced products.

13. Personal and Institutional Problems of Women Entrepreneurs

a) Going by the type of ownership of the respondents across the personal and institutional problems, it is observed from the study that the Combining work and family life was the main problem faced by about 17% of the respondents during their initial stages. The research also revealed that Lack of information on kind of training for upgradation of skills by government institutions 15.8%, lack of self-confidence 12.5%, liquidity and other financial issues-12.1%, low capital for marketing11%, limited networks and industry contacts- 11.7%, lack of availability of information on women entrepreneurship 7.3%, gender discrimination 5.5%, legal and regulatory conditions 3.7% and 3.3% of the respondents opinioned that acceptance and Respect of people are common problems of them.

b) Those respondents having partnership and private firms also disclosed that combining work and family life is the first among the other problems that they faced before venturing into the business. Similarly, the other most common or frequent problems faced across each type of ownership includes the non-availability of information on any kind of training and upgradation of skills by government institutions, Low capital for marketing, Lack of self-confidence, limited networks and industry contacts, lack of information on women entrepreneurship, low capital for marketing, liquidity and other financial issues, legal and regulatory conditions etc.
14. Areas for improvement of Marketing Knowledge

a) It was found from the study that, those enterprises functioning under proprietorship, Quality control seems to be the most common marketing areas where there is a need for improvement with 90% of respondents acknowledging it. Pricing factor 80%, Need for improvement in the technology aspect 67.8%, lack advanced marketing technology knowledge 68%, Segmentation of market selling 47.5%, service after sales 42.4%, cash/credit market 35.6%, guarantee and warranty issues 20.3% and import/export marketing strategies 11.9% of the respondents felt that these are the common areas requiring improvement of marketing knowledge.

b) Under Partnership firms, Quality control seems to be the most common marketing areas where there is a need for improvement with 90% of respondents acknowledging it. The other common areas of improvements in marketing are lack advanced marketing technology knowledge 66%, improvement is the pricing aspect 51%, Service after sales 41.5%, cash/credit market 31.7%, segmentation of market selling 26.8%, guarantee and warrantee issues 22% and export and import marketing strategies 9.8% of the respondents are felt that, where market related improvement is required.

c) Under private limited, after sales service seems to be the most common marketing areas where there is a need for improvement with 63% of respondents acknowledged it. This is followed by Quality Control 60% of respondents, Segmentation of market selling 56% of respondents disclosed that there is a need for improvement in Segmentation of market selling that was hindering the aggressive marketing of their products, Technology aspect 58% respondents, cash/credit marketing 50%, guarantee and warrantee issues 47.9%, pricing strategies 29.2%, and import/export marketing strategies 20.8% of the respondents acknowledge the marketing improvements.

15. Usage of Information Communications and Technology (ITC)

With more and more products being traded online in recent days, awareness and subsequent usage of ICT is very critical.

a) Going by the level of education of women entrepreneurs, those women entrepreneurs having studied up to 10 standard and graduation, usage of ICT as a means of communication and networking seems to be the most common business strategies which on an average 70% to 85% of respondents acknowledging it.
b) The second most common utility of ICT tools for women entrepreneurs from non-technical educational background is for sourcing the information about the business, it followed by marketing of products/services, Accounting and Financial Matters, inventory control etc.

c) Technically qualified like ITI/Diploma, Engineering entrepreneurs use ITC for sourcing information about marketing, followed by means of communication and networking, marketing of products/services, accounting and financial matters, Analysis and Record keeping, and inventory control respectively.

16. Policies and Schemes expected from Government for Promotion of SMEs

The study focused on the perception of the sample respondents of small and medium entrepreneurs with regard to government policies and schemes would be of high importance in terms of modification of existing policy of small and medium scale of industries in the state.

a) It is found from the study that, those enterprises functioning under proprietorship, Development and Management of Industrial Estate 79.9%, Suspension / Deferment of Sales Tax 76.3%, Subsidies 76.3%, maximum availability of loan with lower interest rate 74.6%, Consultancy / technical support 57.6%, Guidance for license Procedures 50.8%, priority allotment of water, power etc., 44.1%, availability of training facilities, capital investment subsidies for new units setup in the particular district represent 35.6% each, development of marketing channels 25.4%, and check whether needy women getting the benefits of various schemes 10.2% of the respondents expected from governments for promotion of SMEs.

b) It is found from the study that, those enterprises functioning under partnership, Development and Management of Industrial Estate 70.0%, Suspension / Deferment of Sales Tax 67.5%, Subsidies 60.0%, maximum availability of loan with lower interest rate 65.0%, Consultancy / technical support 52.5%, Guidance for license Procedures 37.5%, priority allotment of water, power etc., 42.5%, availability of training facilities 35%, capital investment subsidies for new units setup in the particular district represent 47.5%, development of marketing channels 30.0%, and check whether needy women getting the benefits of various schemes 15.0% of the respondents expected from governments for promotion of SMEs.

c) Those enterprises functioning under Private Ltd, Development and Management of Industrial Estate 46.9%, Suspension / Deferment of Sales Tax 53.1%, Subsidies
63.3%, maximum availability of loan with lower interest rate 57.1%, Consultancy/technical support 67.3%, Guidance for license Procedures 30.6%, priority allotment of water, power etc., 63.3%, availability of training facilities 55.1%, capital investment subsidies for new units setup in the particular district represent 51.0%, development of marketing channels 46.9%, and check whether needy women getting the benefits of various schemes 32.7% of the respondents expected above stated favorable policies and schemes from governments for promotion of SMEs.

17. Financial Institutions Approached

The observations with respect to financial institutions approached for capital resources as under

a) The study revealed that, with respect to sole proprietorship, about 64% of the respondents approached Karnataka State Financial Corporation (KSFC) while about 58% of respondents approached public sector banks, about 32% approached, Small Industrial Development Bank of India (SIDBI), 20% of respondents, National bank of Agricultural and Rural Development (NABARD), 19% of respondents, Private Sector Banks, 15.3% of respondents approaching Industrial Development Bank of India (IDBI), 1.7% of respondents approached co-operative banks and Exim banks etc., for capital investment.

b) From the study it is observed that, the various source of money for capital investment for those respondents running their enterprises as a partnership firms, about 69% of the respondents approached Karnataka State Financial Corporation (KSFC), 47.6% approached public sector banks, 31% approached National bank of Agricultural and Rural Development (NABARD) and Industrial Development Bank of India (IDBI), 26.2% approached Small Industrial Development Bank of India (SIDBI), 11.9% approached Private Sector Banks etc., for seeking fiscal capital for investments.

c) Respondents falling under private limited ownership category, the highest 67.3% approached Karnataka State Financial Corporation (KSFC), 38.8% approached Public sector Banks, 30.6% approached Small Industrial Development Bank of India (SIDBI), National bank of Agricultural and Rural Development (NABARD) and Industrial Development Bank of India (IDBI) respectively, 20.4% approached public and private sector banks, etc., for seeking financial need to start the business.
However, the percentage of respondents approach cooperative banks, private banks and other venture capitalists are very low.

18. Initial Investments

The study disclosed that 29.76% of women entrepreneurs invested between Rupees 5-25 lakhs in their ventures. Another 20.83% of them disclosed that their initial investment ranged from Rs 25 lakhs to Rs 50 lakhs. Similarly, 17.85% of the respondents invested between Rs 50 lakhs to Rs 1 crore to start their business. Likewise, investment between Rs 1 crore to Rs 3 crores – 13.69% of the respondents, Rs 3 crore to Rs 6 crores – 8.92% of the respondents, between six crores to nine crores – nearly 6% of the respondents, between Rs ten crores and above, 3% of women entrepreneurs invested to start their business.

19. Areas of Marketing the Products

It is observed from the study, that about 32.6% of responses [representing 88% of the total respondents] categorically stating that they cater only to local markets, 27.8% of responses [representing 76% of the total respondents] disclosing that major of their products are sold at district level or to the extent at city Centre. Remarkably, about 22.4% of responses [representing 61% of the respondents] sold at the state capital, 0.5% of respondents’ produce is sold at international market and 2.5% of respondents sold at exhibition/trade fairs.

20. Prior Training

It is observed from the study that, only 13% of respondents received prior training to a certain extent that enabled them to run the business smoothly. On the contrary, 87% of them said that they did not received any kind of training [administrative, technical] in relation to the products that they intended to be produced.

21. Secrets of Success

It is revealed from the study with regard to the secret of their success, that 71.9% of the respondents categorically stated that sheer hardworking is the key for the success and there is no shortcut for success, 16.2% of the respondents said that providing good quality along with various innovative products is the key element for a success women entrepreneur, 5.4% of respondents, the commitment and dedication would the secret behind every successful women entrepreneur, 3.6% of respondents states that
support of their spouses, 1.8% of responses uniqueness and determination is the key for their success in their venture as women entrepreneurs and which led them to have a better empowerment in the society.

**Other Findings**

1. The business families supply more number of women entrepreneurs than any other type. The women from business families are directly or indirectly exposed to the family business, which makes them familiar with the business practices. The families with business occupation provided large number of women entrepreneurs.

2. During the field visits and discussions with the women entrepreneurs, it came to know that the number of women entrepreneurs get disappointed at the initial stage because of bureaucratic delay and procedural problems resulting in giving up the endeavor in this regard. The processing of applications, working out the project profile, getting the incorporation and business commencement letters, industrial shed, loans from financial institutions, power and other infrastructures connection take a long time. During this period the total market conditions may be change and leading to the possibility of decline the entrepreneurial spirit. Hence, there is need to have transparency in this regard and effective implementation of single window concept to meet the requirements of new women entrepreneurs in SME sectors.

3. Many of the women enterprises are run, managed and operated by a man, but units are run in the name of women. The reasons behind this is governments and its various assisting institutes offer various kinds of assistance and facilities to women entrepreneurs in the form of granting licenses, subsidies, tax holidays, financial assistance etc. Hence people want to venture the unit in the name of women, but looked after by men.

4. With the growing sophistication and modernization of market requirements for the items produced by them, it is very important for the women entrepreneurs to employ modern methods of management know-how.
Suggestions

Based on the analyzed and interpreted data and observed findings, the researcher has given some important suggestions. These suggestions are valuable to overcome gender based entrepreneurial problems, attaining the economic and social sustainability, empowerment of women, improvement in business related activities, social life and also promote entrepreneurial competence among women. The suggestions are made purely based on the research work made on collected data from women entrepreneurs in selected three districts of Karnataka and available secondary sources.

1. Gender discrimination is evil for equitable and sustainable socio-economic development of the nation. Women entrepreneurship is the best leverage for attaining socio-economic development of the country. This provides for the formation of capital, enhancing the purchasing power, further generation of employment opportunities for women, expansion the market and attainment of socio-economic empowerment of women. Therefore assisting and promoting women entrepreneurship is badly needed to bring balanced development of the society and country and also for the upliftment of women to become more self-sustainable and economically prosperous in the future.

2. Since women population accounts for nearly 50% of the total population of the country, but as per the fourth annual census of MSMEs, only 2.1 million women entrepreneurs (represent 8%) and 2.15 lakhs of women enterprises are in India. Therefore special concerns and schemes are needed from the government side to promote and develop women entrepreneurship in India. The government should ensure that there is a robust system in place to create more and effective awareness of various facilities for women who are interested in starting their own venture, especially the young, talented and risk oriented women population.

3. Women entrepreneurs are mostly involved in manufacturing and service related activities in micro and small sectors and small number of women entrepreneurs is engaged in medium scale sector. Hence government should establish a separate zone for women owned enterprises with all necessary infrastructures for those women intend to run medium and large scale industries in the rural part of the state. A provision for separate allocation of funds in the annual budget is to be made exclusively for helping the women entrepreneurs intending to expand their business.
4. Even after 71 years of independence, women entrepreneurs are neglected by the most of governments and male entrepreneurs are dominated in all sectors of the economy. There for governments must give more priority to setup a separate department or wing in the ministry of MSME and state government departments, to stimulate and develop women entrepreneurship in the country. Presently, there are several government institutions that are exclusively for providing training for women entrepreneurs or those women willing to start their own enterprise. However, there is absolutely no awareness about the functioning of these institutions to a majority of the women in the state. Hence, there is a need for the government to create more awareness about the purpose of these institutions.

5. It is the time to redefine the role of women’s in the society and change in the mindset of the people. The reason being, women entrepreneurship is basically associated with socio-cultural aspects of the society and it became traditional, custom and heredity based. Hence society and government can inspire, encourage, contribute and minimize the complications for successful women entrepreneurship in India.

6. Since from the independence, various ministries, departments, financial and non-financial institutions are established by the central and state governments for assisting and promoting women entrepreneurship in India. In spite of those efforts, results were very discouraging due to bureaucracy, red tapism, loopholes in the policies and attitude of implementing authorities and personnel. Hence, in this regard the governments and heads of the various departments need to be focused.

7. In the present globalized society one has to change its views and opinions towards women. Even after many achievements and milestones from the Indian women and women entrepreneurs, they are not fully successful in the journey of achieving the socio-economic empowerment of women. The probable cause behind this is the male dominated society may not be ready to accept socio-economic empowerment of women and work under them.

8. Obtaining financial assistance and government concessions through banks, financial institutions proven highly challenging to women and especially to women entrepreneurs. Financial institution need to come forward to advance loans for women entrepreneurs to encourage them. Hence it the responsibility of the governments to venture a financial institution or funding agency to assist the first generation women entrepreneurs in MSME sectors.
9. It is necessary for every women entrepreneur to understand the present competitive market environment. The modern world of business is full of complexities and need a constant attention and efforts to succeed in the complexed globalized world. Geographically vast country like India, the nature of competition may vary drastically from one market to another. India particularly Karnataka has a highly price sensitive, as well as quality sensitive markets. It is therefore important for the women entrepreneurs to study the competitive situation with reference to chosen market segments.

10. The role of family members is very pivotal to the success or failures of the women entrepreneurs in their carrier. Family members of women entrepreneurs should also actively participate and should extend moral and other supports in the matter of managing the family, children’s, personal life and business unit setup by them.

**Suggestions for women entrepreneurs**

Women entrepreneurs should have a minimum of graduate education, which is necessary to change the negative social attitude and mindsets of people towards women. Higher education is associated with success in the business.

1. There is a need for women entrepreneurs to have good knowledge about their commodities, customer’s needs, and sales after services, better customer satisfactions and the area in which they want to establish and run the business.

2. Women entrepreneurs should improve some basic qualities and soft skills like need for achievement, firmness, self-confidence, clarity in what they are doing, communication skills, interpersonal relationships, rational decision making etc.

3. Women entrepreneurs, who undergo training, should be exposed to the challenges, problems and prospects of entrepreneurship in their context. Hence confidence should built-up to accept the business challenges and turn them in to as opportunities. There is a need for frequent training on entrepreneurship, marketing, financial, human resources related skills, etc., to the upcoming women entrepreneurs. This would help them to build confidence in their business.

4. As women have not been very successful in business to the expected level. This might be due to lack of innovations and creativity in their respective nature of the business. Hence it should be emphasized that they also develop innovative mindset in all the stages of the business for growth and development of the women entrepreneurs. Again, there is a need for support from the government or private
agency in helping them to manufacture more of innovative products and equip themselves with latest technologies in their business.

5. If women entrepreneurs cultivate the problem solving skills, then too much dependency on agencies and others can be reduced and further women entrepreneurs should cultivate the art of communicating with the outside world and not confined her to home, as she used to do earlier.

6. Women entrepreneurs should export the products to any foreign firms, departmental stores or chain stores which may distribute them under their own brand names.

7. It is desirable and also advisable to those women entrepreneurs, facing difficulty in investments and required business experience is to go with joint ventures, partnership firms and private limited companies to run the firms, as suitable alternatives instead of running business on proprietorship.

8. With improvements in women economic, social opportunities and their ability to take collective action, there has been a significant decline in gender based problems such as domestic violence, dowry, polygamy etc.

9. There is a need for each women entrepreneur to develop strong desire to achieve in their business and area of operations.

Suggestions for Government agencies

1. Male domination is still the order of the day in India. The Constitution of India speaks of equality between sexes. In practice, women are looked upon as ablai.e weak in all respects. A woman suffers from male reservation about a women’s role, ability and capacity and are treated accordingly. In nutshell, in the male dominated Indian society, women are not treated equal to men. This, in turn serves as a barrier to women entry into business. Hence governments need to be focus on removal of this social cause completely.

2. At the high school and pre-university level the entrepreneurial awareness, importance and training on entrepreneurial attitude should start through well designed courses, which would build confidence through behavioral games.

3. A government needs to expand share of small and medium industry products in the domestic markets through publicity, standardization, market support and increased participation in the government departments purchase programmes.

4. There is a lack of entrepreneurial skills among the entrepreneurs - especially with respect to women entrepreneurs. It is therefore suggested to the government
agencies that entrepreneurial development programmes may be conducted in all the
taluks and district headquarters to promote entrepreneurial skills and talents among
the people at regular intervals.

5. The Central and State Governments need to focus on imparting entrepreneurial
skills through the necessary training programmes especially in the marketing and
pricing of the commodities to the educated and unemployed women, so that they are
trained and available to take up their own ventures.

6. As women entrepreneurs are facing acute problem of shortage of capital for
acquisition of fixed assets and working capital for carry out their production
operations. Hence Central, State governments and other local bodies should initiate
steps to establish an agency to acquire fixed assets at a concessional rate or on lease
and fulfill the working capital requirements of women owned SMEs.

7. Programmes of training and counseling through the aid of committed NGOs,
psychologists, managerial experts and technical personnel to be organized on a large
scale for existing women entrepreneurs to remove the psychological causes like lack
of self-confidence, pressure handling, fear of success and they should be monitored
continuously.

8. Considered women as specific target group for all developmental programmes and
incorporate a women entrepreneurial dimension in the formation of all SME related
policies.

9. Women entrepreneurs’ guidance cell must be set up in every district to exclusively
handle the various problems of women entrepreneurs like organization, land, credit,
marketing, institutional support etc. These cells provide a platform for women
entrepreneurs, who are already in the industry and have a vivid insight into the
challenges and suggestive actions needed to improve women entrepreneurship and
to voice their problems to governmental agencies for policy actions.

10. In order to create and develop awareness in the minds of the people regarding the
assistance packages, which are available for entrepreneurs. They are

   a) Assistance / incentives being offered by governments and government
      agencies like MSMEDC, DICs, KSSIDC and non-government agencies,
      entrepreneurial development cells should be established in most of the
      educational institutions.

   b) Equal importance in training is to be given to all sectors and industries. These
      programmes should be well propagated and should be made obligatory for all
potential entrepreneurs to attend such programmes before establishment of their own unit.

c) Industrial motivation campaigns may be organized every year at different places of the districts. The development agencies like DICs, commercial banks and other assisting and promoting agencies may be involved in conducting such campaigns to educate the young talented people regarding services / facilities offered by these organizations for starting industries.

d) Entrepreneurship promoting and assisting agencies may conduct entrepreneurship oriented seminars in district headquarters and taluks to throw light on present procedures, prospects and problems of existing industries and scope for starting business ventures in the respective districts.

e) Governments organize exhibitions annually or bi-annually in all the district headquarters and at the state level, exhibit cum sale of small scale, khadi and villages industries, cottage industries and women run industries products.

f) Exclusive showrooms may be opened by government agencies in all potential places to sell the products of women entrepreneurs in micro, small and medium scale sectors.

g) Government through its various ministries may conduct study tours to various industrial developed zones and women owned successful industries. So that it will help the trainee entrepreneurs particularly women trainees with regard to the motivation, establishment, operations and adoption of management strategies.

11. It has been seen that availability of inadequate finance has been remaining one of the serious bottleneck with the emerging units. To overcome this following measures are suggested.

a) There should be satisfactory co-ordination between DICs and financial agencies. It has been noticed that both these agencies have different set of norms for the financial appraisal of the cases. As a result of this a lot of confusion, delay etc., has been created. Therefore it is suggested that both should evolve common strategy for the financial appraisal of cases.

b) Each DIC should have its own raw materials bank in order to supply the raw materials of required quality and quantity, when needed by entrepreneurs particularly women entrepreneurs.
c) The governments should identify and encourage the women owned small and medium scale enterprises already possessing necessary equipment, technology, and managerial skills to undertake production of commodity having export potential.

d) Apart from the government, the private big players should also come forward to help the small enterprises headed by women. Big private companies should have some sort of tie ups with small rural cottage industries or enterprises, particularly run by women entrepreneurs for the supply of finished products instead of getting imported from other places. Perhaps, this would to some extent solve the problem of marketing issues faced by the small and medium enterprises.

12. Women owned small and Medium Scale Sector has been industrial and entrepreneurial catalyst and of tremendous significance in our industrial economy during the last few couple of decades. However, there is as yet no proper or complete census of the number, product range, output and financial results of enterprises. India’s industrial growth is understood in official statistics, but the major reason being not accurately recording the performance of women owned SMEs. Despite its obvious infirmities, the women owned small and medium scale sectors performance and success story has not received its due recognitions.

13. There is need for forging linkages SMEs and large scale sectors so that the transition of small in to big becomes easy. Well-conceived programmes of ancillarisation and sub-contracting are standard practices all over the world including India. The Governments is to make it the key mechanism for creating a symbolic and synergic relationship between large and SMEs.

14. Stability in policy is to be ensured for women entrepreneurs to become an effective global player in marketing of products. It would be necessary to create a congenial environment to make small and medium women entrepreneurs globally competitive.

15. Some of the State authorities and their associated industries officers have felt that it is their responsibility, not only to give advice to women entrepreneurs looking for suitable line of investments, but also go out and recruit new generation women entrepreneurs, who are not at present in industry, so as to claim that they have established entirely new enterprises.
Conclusion

Women the creator, the mother, the wife, the beloved and a companion of men’s misery, is struggling for her identity. While a woman represents nearly half of the global population and one third of the labour force, they receive only one tenth of the world income and owns approximately less than five percent of the world prosperity. In the male dominated world a women must be beautiful, sensitive, loving, kind and generous with innate moral sense.

The time has been changed completely. Present integrated globalized environmental factors bring various kinds of changes in the socio-economic environment of the country like India. Increasingly, women entrepreneurs are being considered as an important catalyst for socio-economic development of the country. Not only do they contribute to employment, wealth creation, upgrade their family, social wellbeing, status, and bring women to the main stream of the society. Economic growth through their increasing numbers and diversity of the entrepreneurship in the socio-economic process. Among the reasons for women to manage, organized enterprises are their skills, knowledge and expertise, their talents and abilities in business and a compelling desire to achieve a goal by doing a something positive and constructively utilizing their expertise.

Women entrepreneurship is one of the emerging concepts, which provides socio-economic development of the women and nation through utilization of local resources, traditional skills and development of manpower. Balanced development of different parts of the country, extension of benefits of economic progress to the less developed regions and wide-spread diffusion of industries are among the major aims of planned economic development of India. However, experience of the past decades indicates that our efforts at achieving the balanced regional growth would not succeed, until such time as we are able to develop a widely diffused and viable industrialization process. This calls for promotion of new women entrepreneurs a vital input for the success of any sector. Women entrepreneurship is scarce in many parts of our country and among the vast sections of our population. But the fate of individual enterprise as well as the pace of the industrial and economic development in our country will necessarily depends on the availability of women entrepreneurs and their capabilities and their spirit in entrepreneurship.
It has been observed from the study that, except infrastructure support, all other inputs factors viz, financial institution supports, social supports, market and government policy supports are very much influence on women to promote and undertake entrepreneurship and it brings the prosperity and empowerment in terms of economic self-sustainability, social empowerment and creating more employment opportunities to other women. The major motivating factors behind the women entrepreneurs are economic and social related factors followed by general issues. When it comes to promotional institutions are concerned, the most common approaching institutes are DIC, AWAKE and KSSIDC etc. women entrepreneurship has not taken place an expected line due to certain problems. The common problems are unawareness of women in respect to market, lack of support from government and other financial institutions, combining the work and family issues and so on.

Government has taken various schemes and programmes to eradicate the gender discrimination, poverty, and violence against women but it is prevalent in all walks of the society. Hence government needs to be acted as a major catalyst in the democratic framework, organizing efforts and planning new initiatives in close consultation with women entrepreneurs from various regions through associations functioning at different levels. The direction needs to be pursued more vigorously at the district and state levels to bring about positive socio-economic transformation through women entrepreneurship in a number of fields, which have not yet been exploited by women. Genuine efforts should be made to develop women entrepreneurship more evenly in differently, in industrially backward regions including rural and semi-urban areas to bring visible and positive socio-economic prosperity and empowerment of the society, particularly women entrepreneurs.

In this regard this study concludes that women entrepreneurs are facing various kinds of issues due to their sex affiliation. Without removing gender based issues of women entrepreneurs, the social and economic development through entrepreneurial growth may not be possible. Hence governments and policy makers should considered and rethink about the concept empowerment of the women through entrepreneurship. Therefore entrepreneurship from women is universally accepted and most important leverage in the hands of the policy makers to bring socio-economic empowerment of women’s, society and country has a whole.
Scope for Future Research

Any agenda for future research on women entrepreneurship and empowerment in small and medium scale sectors should contain the broad contours of problems pertaining to the external and internal factors affecting small and medium women entrepreneurs, the kinds of research required to be initiated, methodological refinements, and assistance to be expanded to the researchers in conceptualizing and developing appropriate research frames. The research on women entrepreneurship development and attainment of empowerment in small and medium scale sector would do well to have an empirical focus.

An effort has been made to study and analyses the various issues which are influenced on women entrepreneurship and empowerment in small and medium scale sector in selected district of Karnataka. Keeping in view the importance of the topic understudy the following issues for future research is suggested.

1. Impact of LPG policies on women entrepreneurs.
2. Impact of Make in India on small and medium scale women entrepreneurs.
3. Role of family and social supporters in developing women entrepreneurs.
4. Women entrepreneurship and SME sector development through startup programmes.
5. MUDRA bank and women entrepreneurship in MSME sector.