CHAPTER-2

REVIEW OF EARLIER WORKS AND THEIR FINDINGS

2.1 INTRODUCTION

In India women entrepreneurship is a recent topic which started only after the 1970s with the introduction of the women’s decade (1975-1985) and which mostly picked up in the late 70s and 80s.

The studies on women entrepreneurs and that too on rural women entrepreneurship are very limited, for the fact that there is lack of women entrepreneurs as such. However, there are few studies in the metropolitan and other capital cities, wherein women engage in some kind of entrepreneurial activities.

The pioneering work done by certain organizations and institutions engaged in the promotion of entrepreneurship. Most of these are in the form of occasional studies leading to publication of an article. While much have been researched upon the subject of self-employment and small business ownership from a number of different perspectives. Findings of some of the important studies relating to women in business for the purpose of the present study are given below. Study conducted by Rajasthan entrepreneurs in 1983 brings out the point that women are equally effective as men in business industry.

2.2 REVIEW OF EARLIER WORKS AND THEIR FINDINGS

National Institute for Entrepreneurship and Small Business Development (1985) conducted a study “Successful Women Entrepreneurs, their identity, expectations and problems.” This study is the second in series jointly undertaken by MDI & NIESBUD. The sample was selected from in and around Delhi and its satellite towns like Faridabad, Gurgaon, Ghaziabad and Noida.

The broad objectives of the study were firstly to identify women who make successful entrepreneurs, their motivational factors, and their drive; secondly, to study the types of problems which they had to encounter in order to reach the level of success; and thirdly, identify the operational problems they are presently facing.
The conclusions drawn from the findings of the study were that women entered into the business for being active and without taking any training. Majority of them did not start their venture without support from men and other family members at initial stage. They are preferred to producing difficult and new product. It has been observed that women entrepreneurs obtaining financial help on their own way not by government agencies. They have not faced any problem for being a woman.

Singh N.P. and Sengupta R. (1985) conducted a study on “Potential Women Entrepreneurs—Their Profile, Vision and Motivation” held at Delhi in November-December 1983 organized by NIESBUD, FICCI and a few other agencies. Total sample size obtained out of the universe was only 45. Respondents were by and large selected in and around Delhi.

The specific objectives of the study were to determine the characteristics of women who were on the threshold of starting their business; to study the factors that prompted them and to establish relationship between their entrepreneurial vision, potentials and policy implications for developing entrepreneurship amongst women.

The study reveals that women who were more educationally qualified perceived entrepreneurship as a challenge, ambition fulfillment and for doing something fruitful, whereas less educationally qualified entrepreneurs perceived it as only a tool for earning money. Majority women entrepreneurs were found from service class family. The study shows that women entrepreneurs start their venture with their own fund. It was observed lack of government financial help. Women entrepreneurs were found select new product instead of traditional product.

Rani (1986) in her study “Potential Women Entrepreneurs” examined the characteristics of women entrepreneurs and the factors that motivate them to start a business. About 30 respondents were randomly contacted during their training in entrepreneurial skills in Hyderabad.

The study revealed that the desire to do something independently was the prime motivating factor to start business activity. Among the other factors that motivated the trainees to start new enterprises were the desire to keep busy, to supplement family income and to gain business and technical knowledge and to earn money. The researcher further found that factors such as educational and income background did not influence much in their decision to jump into the entrepreneurial task.
Vinze M.D. (1987) in her research study on “Women Entrepreneurs in India – A Socio-Economic study of Delhi” conducted on 50 women entrepreneurs of Delhi, with a view to carry out a micro-study of the problems faced by them. An effort has been made to study the socio-economic background of women entrepreneurs in Delhi to find out what are the social and economic reasons which had led women to undertake such ventures. Trend analysis of the entrepreneurs reveals the changing pattern and the factors responsible for that. Role of government and voluntary efforts along with policy intervention have been studied with the help of trend analysis. Finally, measures have been evolved to find out the effectiveness and efficiency of the various services being offered to women entrepreneurs.

The study indicates that enterprises set up by these women entrepreneurs were in different fields. Women entrepreneurs opined that financial assistance from banks has been significant but procedures and formalities need to be more flexible. Streamlining of procedures was also considered essential for acquisition of technical know-how. The author recommended that the need to regulate the prices of basic raw material in the open market. The drop-outs failed because of poor management, although rest of the background was similar. Management knowledge was, therefore, considered must for starting and running an entrepreneurial venture.

Seth S. (1988) examined the role of personality, self-concepts and sex role orientation in her study titled “Psychological Characteristics of Women Entrepreneurs vis-à-vis their Non-Entrepreneur peers: An Empirical Study”. The conclusion drawn from the findings of the study were that women entrepreneurs differ significantly from their non-entrepreneurial peers in personality characteristics, self-concepts and sex-role orientation.

Anna V. (1990) presented his findings on “Socio-Economic Basis of women Entrepreneurships” based on his study for Kerala. Industrial entrepreneurship among the women of Kerala has emerged from varied socio-economic, educational and cultural backgrounds. Occupations of family members provide a favorable environment to the growth of entrepreneurship among women. The special assistance extended to women entrepreneurs by government agencies instilled entrepreneurial spirit among women, especially among educated ones.

Kale J. D. (1990) in his study titled “On the Role of Centre for Entrepreneurship Development for Women’s Entrepreneurship in Gujarat” highlighted certain factors promoting women entrepreneurship such as willingness to do something independently and own their own
business premises, support of in-laws to look after children and home while they spend 10 or more hours every day in their business, professional background of husband, family support including finance, EDP training at CED etc. Most of these women were managing their units independently with turnover ranging from 2 to 25lac and profit between 25 to 50%. They still held traditional values regarding the role of male and female in family.

Jain G.R. (1991), Faculty member of the Entrepreneurship Development Institute of India was decided to undertake small research study. The Institute undertook research study in the state of Gujarat to formulate an appropriate training approach, suitable to women target groups, to develop them as successful entrepreneurs.

The study consisted of a sample of 17 existing women entrepreneurs and 10 potential women candidates for entrepreneurship. In addition 57 women trainees who did not start their ventures and 172 entrepreneurs financed by GSFC were also surveyed using secondary source data.

The findings of the study show that women start their own venture after they are 26-30 years old. As a result, at the time of start up they have remained more or less unaware of recent developments in industry, commercial dealings, potential opportunities, scheme of special incentives and assistance, so greater efforts are required in order to acquaint women to industrial scenario before they make up their minds to become entrepreneurs. Due to the dual responsibility, they are not able to devote adequate time for the business and their family. Many a time in-laws and husband do not cooperate in managing the needs of home. As a result they feel serious conflict and strain. Some time the male members of the family interference in the working of their enterprises, which limit their autonomy in the business. They also lack certain abilities such as risk-taking, business communication and negotiation, coping with stress and conflict, Women entrepreneurs has a tendency to go for traditional product and to start enterprises near their homes. This is because they have to look after their homes too.

Samuel G. D. (1991) examines the managerial efficiency of women entrepreneurs in food processing units of Madurai District of Tamilnadu. The study covers 56 women entrepreneurs and 10 men entrepreneurs in the urban area, all of them are married and belong to age group of 31 to 50 years, 71 of the women entrepreneurs have secondary school education and two women are graduates. All the enterprises were having a capital investment of less than Rs.20,000.
A hypothesis that there is no difference in the managerial performance of women and men entrepreneur is tested. The “t” test reveals that there is no significant difference in the managerial performance in terms of profit of male and female entrepreneurship.

An analysis of the impact of socio-cultural variables on managerial performance indicates that: there is a positive correlation between age and managerial performance and between time allocation and managerial performance, but negative correlation between educational level and managerial performance.

Jhabwala R. and Bali N. (1993) conducted a sociological study of urban members of SEWA’s (Self Employed Women’s Association) with the objective of analyzing the success of SEWA’s founding objectives, the effect of SEWA’s work on social and family status of members and to understand SEWA and its work from the point of view of its members.

The study revealed that activities of SEWA have improved economic and social integration of its members by income and asset generation and access to social security, healthcare and literacy. Status of the SEWA members has improved within the society and the family through tangible and intangible benefits and simultaneous economic, social and individual empowerment of women for poor self employed women.

More than ten years have passed and in all these years the number of women members have increased consider ably, moreover international to labour organization has granted the recognition to housebound working women. Also now the second-generation i.e. young girls have entered the portals of SEWA. These young girls are better educated than the previous generation. The overall environments as well as circumstances have also changed; the present generation is engaged in different tasks, and this was the reason to update the earlier report and the present study was planned by adding different dimensions in order to compare and contrast.

In 1993 SEWA Academy Published its Research report titled “My Life My Work” At that time SEWA’s Membership was 53,570 while in 2008 it was 9,66139. The work of SEWA is to train leaders and orient the younger generation how these leaders have contributed towards empowerment of women. This study is primarily conducted to find out this very phenomenon. Through a systematic sampling from the urban organization of 730 representatives, 150 representatives are select for this in depth study.

The main objective of this study was to find out the impact on the members after joining SEWA and moving upwards towards becoming the representatives or leaders.
The common objective was to pinpoint what changes have occurred in the life style as well as in the socio-economic situation. Moreover, to find out how much empowerment or little empowerment of women has taken place.

This research study substantiates that the women who join SEWA, have become empowered in a big way. The exposure, information, training and the way they exchange their experiences with each other and learnt from that is remarkable. They feel encouraged, accepted and even illiterate or half educated labourer feel that SEWA is an organization that provides them information, knowledge, training and built up their courage to express and makes them bold. They gain self-confidence and are able to earn respect from others.

Mehta A. (1993) has made a study on “Women entrepreneurship in Gujarat”. According to her study the women entrepreneurs appreciated the training programmes conducted by centre for entrepreneurship development (CED) but were little unhappy about the lack of substantial follow up action.

Chandara S. K. (1997) discussed public policies and programmes affecting women entrepreneurs in her study. She has suggested that government must analyze the current status and potential role of women in the process of industrialization. She has further stated that effective and adequate legislation for social facilities, health provisions, maternity and social security benefits would enhance the process of women’s involvement in the development process of the country.

Punitha et al. (1999) examined the problems and constraints faced by women entrepreneurs in the Pondicherry region. 120 female entrepreneurs were personally interviewed during the period June to July 1999, out of which 42 belonged to rural and 78 to urban areas. The major problems faced by rural women entrepreneurs are competition from better quality products and marketing problems. While the urban women entrepreneurs are faced with the problems of competition from better quality products and difficulty in getting loans. The problems least faced by both rural and urban women entrepreneurs are ignorance about schemes, distance from market and ignorance about agency and institutions.

Yadav R. J. (1999) examined the growth and development of women entrepreneurs in his study “Profile of Women Entrepreneurs in Saurashtra Region” with the objective of finding the impact of socio economic factors on women entrepreneurship development, success rate of women entrepreneurs, relationship between entrepreneurship and education/training, religion,
age, family background, marital status etc., finding the problems faced by women entrepreneurs and their motivating factors, and the impact of government assistance on women entrepreneurship.

A key finding of the study was that the family background and family co-operation of the entrepreneurs have a significant bearing on the orientation of entrepreneurial activity and help them in setting up an enterprise. Major difficulties of women entrepreneurs are related to finance or capital investment, lending procedure of financial institutions etc. Male family members also start an enterprise in a woman’s name for some special advantage.

Kamalakannan K. (2005) published his work “The role of Financial Institutions in the Development of Women Entrepreneurs” and concluded that the development of entrepreneurship is a crucial factor for the industrial development of any country. Particularly in India, women are at the fulcrum point of all national development programmes and importance of entrepreneurship development among women is very well recognized in national policy making. Many organizations both at the central and state level have come up to cater to the need of potential women entrepreneurs. Financial institutions, commercial banks and non-government organizations are playing an important role in promoting entrepreneurship among women.

Anil Kumar (2007) in his study “Women Entrepreneurship in India” examined the major obstacles faced by the women. A sample of 120 women entrepreneurs has been taken from six districts of the state of Haryana.

Objective of the work is to study the growth and profile of women entrepreneurs, financial structure of enterprise owned by women entrepreneurs, various issues related to training, the obstacles faced by women entrepreneurs, etc. Findings of the study show that almost same proportion of women entrepreneurs in age group of 30 – 40 and 40 + are participating in business. Women from educated, urban and nuclear families have started participating in business activities. 69 % of women entrepreneurs are managing their business on individual basis. 42% women entrepreneurs are involved in manufacturing sector and one third in service sector. Only 16 % women are operating their business in traditional activities. 44 % women are motivated by their husband. Majority of women entrepreneurs (80 %) are take help from family members in project formulations. Role of outside experts and other sources is found to be negligible. Generally family wealth is used to finance the business and only 26 % of women avail assistance from financial institutions.
The study reveals that they face problems to a great extent to get information relating to product, low prices, availability of spurious products, decline in profit margin, competition from big producers, publicity of product, non-availability of skilled labour, and high cost of land. They also face the problem of infrastructure facility and better technology.

The study further reveals that women entrepreneurs agree with this statement that women officials should deal with cases of women entrepreneurs. There should be separate support agencies for them, business incubators should be established. They agree that emerging areas have more scope than traditional ones, management training is must, 90 percent of them fully agree that E.D.P. programmers can act as stimulator. Success stories of women entrepreneurs can act as motivator. The study shows that 96 percent of women entrepreneurs do not want to shift to another business over the period of time.

Kaushik D. S. (2009) reported his findings for the state of Haryana in his book titled “Women Entrepreneurship”. The broad objective of the study is to analyze the pattern of women entrepreneurship and the specific problems being faced by women in business. The broad objective of the study is to analyze the patterns of women entrepreneurship and the specific problems being faced by women in business. The study covered the various aspects of women entrepreneurship such as the profile, socio-economic background and motivational factors of entrepreneurs, their major strength and weakness, opportunity and threats. The study reveals that women entrepreneurs are not limited to entering into traditional line of activities of women but are venturing into many areas such as engineering, food products, garment manufacturing, agro based industries, medicines etc.

The study further revealed that the majority of sample respondents are operating sole proprietorship concern indicating that the women are confident to manage their business on their own. It appears that an unbiased selection of technical hand and work force (mainly female) result in a much better turnout in case of female entrepreneurs. The socio-economic profile of the women entrepreneurs in Haryana is therefore Hindi speaking, forward Hindu community in the 22 to 39 years age group, from a nuclear family with two children and well educated husband and father in business. The findings of the study show that educational and monetary background of the families and the women entrepreneurs themselves has played a significantly motivational role among the entrepreneur. A successful entrepreneur in the modern age is
supposed to be smart and active, having knowledge of economic policies and being able to decide about further course of action.


NCAER (National Council of Applied Economic Research) and SEWA Academy of SEWA have agreed to collaborate on the project NCAER-SEWA Collaborative Research Programme on Garment Sector. NCAER has dealt with the Research Component of lying bare the macro context in the garment sector from the perspective of the labour, especially women labour through detailed desk research supplemented by field research exploring the Garment Export Sector in the city of Delhi. The second integrative part of the study explores the situation of garment workers their strengths and weaknesses in the changing global context in Ahmedabad. This part of the study has been led by SEWA Academy of SEWA. The focused has been on the consequences of technological changes on security and livelihood of home-based and small garment workers.

The broad objective of the study is to help garment-producing workers in increasing their security with respect to income, skills, work (both in terms of volume and nature ), legal issues, family & health, opportunities for development by providing a strong response to the troublesome trends in garment manufacturing and marketing including the negative impact of globalization.

The specific objective is to generate research based knowledge on local and global garment market trends and its marketing system for the benefit of home-based garment producers and their organizations.

Universe consists of 54,442 people engaged or connected with Garment Industry in Ahmedabad. They are scattered over 43 wards of the city. Such sources are home-based workers, owners of home work factory owners, wholesalers, designers, suppliers, contractors etc.

Findings of the Survey:

**Socio - Cultural Aspects and working conditions:** For innumerable years, women have been deprived of social status and security in such male-dominated society women workers in garment industry are no exceptions.
Almost all the HBWs are women and they shoulder both the responsibilities viz. earning as well as housekeeping.

HBWs’ economic condition is very pathetic. They live in small and congested houses with no/little ventilation facility.

**Work Related Issues:**

- 98% of HBWs and 96.7% of the SFWS are involved in making complete garments 77% of the HBWs and 92.8% of the SFWs, get the material back for rework.
- 86% of the HBWs collect the raw materials and deliver the finished goods on their own, for that they commute the distance to market / job providers and thereby incur transportation / time / exertion cost which is not covered in the wages paid to them.
- More than 0.5 of the workers work for less than the normal working hours (8 hours) which indicates that disguised unemployment prevails in this sector, as workers do not get adequate work?
- Most of the business comes during the festival seasons.

**Wages Related Issues:**

- 32.7% of the HBWs are paid on weekly basis, 28% are paid on monthly basis, 18.5% are paid daily and the remaining 20.8% are paid as per the convenience and need of the either party that is less than 0.02 of the workers are paid on daily basis.
- 85% HBWs themselves collect the wages while the job providers keep the record of work in majority of the cases.
- Nearly 79.4% SFWs are appointed and paid on the basis of number units they have worked upon. All the above workers are paid on daily basis. Only 65% SFWs are full time employers. Here wages are paid on daily basis but employment irregularity persists. So, SFWs are not entitled for bonus.

Rai U. K. and Srivastava M. (2011) in their study “Aspirations and Motives of Women Entrepreneurs: An Empirical Study of Varanasi District” examines the motives of women entrepreneurs in starting a small-scale enterprise in the socio-economic milieu of Varansi District. The sample units were selected randomly resulting in a sample size of 150 units. The data were collected through a structured questionnaire and informal interviews.

The objectives of the study are to understand the motivations behind setting up a business enterprise and the problems of women entrepreneurs, especially in Varanasi District.
The study find out that entrepreneurial motivation factor is profit and money-making for starting an enterprise along with the want for not working for others, i.e., self employment. On the whole, profit-making, self-employment, want for control and decision-making as well as to provide employment to others were the main reasons for starting a business enterprise.

The major problems encountered by women entrepreneurs are getting raw material, financial problems, getting support from family and social constraints. Therefore, there is an urgent need for State Financial Institute (SFI), DIC and other support agencies to assist and train the clients on the subject of budgeting, costing and maintaining a cash flow for the business. Also there is a need for on-site visits and follow-up of SFI and DIC or other support agencies for the entrepreneurs. The conclusions drawn from the empirical study show that the direct support from their family members (in the form finance) encouraged them to start their new ventures, which is a healthy signal for economic development of the country.

Rani K. S. (2012) in her research paper on “Women Empowerment and Entrepreneurship: A case study of Shri Mahila Griha Udyog Lijjat Papad” indicates that in recent years entrepreneurship has become a strong potential for women empowerment. Thus there is a greater need for women to be economically independent and empowered through entrepreneurial ventures by allowing flexible working schedule and enabling them to discharge other household responsibilities.

The study is performed to understand historical and conceptual research on women empowerment and entrepreneurship of Shri Mahila Griha Udyog Lijjat Papad, Lijjat.

The objectives of the study are to understand the origin of the Shri Mahila Griha Udyog Lijjat Papad, Lijjat along with its objectives and core values to its present position, to study the issues and challenges faced and the measures it has taken to solve the same, to understand and analyze the linkages between the functioning of the Shri Mahila Griha Udyog Lijjat Papad, Lijjat and the aspects of empowerment and entrepreneurship of women. The growth and the key areas of empowerment which is understood as very crucial for the success of Shri Mahila Griha Udyog Lijjat Papad, Lijjat is understood.

After understanding the whole case of Shri Mahila Griha Udyog Lijjat Papad, it can be inferred that the results achieved by the organization are at a magnificent rate. This is due to the importance given to some major areas of empowerment. The major factors for the success of the organization are knowledge sharing, participative management style, self reliant and self
efficacy, ownership, quality of the product, brand image, unity in diversity, transparency, self
enrichment and informal organizational climate.

Jaswantiben Popat, one of the founding members, was honored as Business Woman of
the Year at The Economic Times Awards for Corporate Excellence in 2002, for being one of
“The Women behind Lijjat Papad.” The member sisters are rewarded for extra effort they put
into their work. Lijjat also provides scholarships and awards to support and encourage the
education of their children. In most families of Lijjat members, the wives’ monthly earnings are
a valuable addition to the total family income, and this has enhanced their status and power
within the family and thus finally increased their standard of living.

Subramaniam C. (2012) in his study “A Study on Women Entrepreneurship through
Self-help Groups with Special Reference to Chennai Suburban Area” makes a humble attempt to
understand whether the microfinance through Self-help Group has really brought a change in the
economic independence among the women folk and if not what the hurdles to achieve this
objective are. This study takes into consideration on the variables: adequacy of finance and
interest of the beneficiaries to start venture, impact of the venture in improving the income,
seriousness to effective implementation of the schemes, etc.

For this study, a convenient sample size of 50 from the members of various SHGs taken
and the data were analyzed with appropriate statistical tools to conclude the effectiveness of
SHGs on women entrepreneurship.

The objectives of the study are to study whether the microfinance extended through the
Self-help Group helped to generate women entrepreneurs, whether the women beneficiaries
through Self-help Group improved their income and it contributed for their economic
independence and to know whether the Self-help Groups are functioning effectively to achieve
their goals/objectives.

The study reveals that the Self-help Groups are instrumental to promote women
entrepreneurs and increase the level income significantly thereby contributing their mite for the
economic independence of women. However, the achievements made self-help groups is not
much more impressive because of the poor coordinator control to ensure and utilization of funds,
diversion of assistance for consumption purposes rather than starting ventures, inadequate
investment assistance, etc. By providing proper counseling and advice to the beneficiaries and
extending need based financial assistance including a component for the consumption purposes, the Self-help Groups can do still better in the development of women entrepreneurs.

Mishra A. (2012) in her research paper on “Communication and Soft Skill Requirement for the New Age Entrepreneur: A Study on Two Small and Medium Scale Women Entrepreneurs” highlight some of the important features and shows how soft skill and communication skill have made their impact clear on two young women entrepreneurs.

Both the cases are based on small scale industries of similar nature. The cases were discussed from a communication angle. The cases are taken from live situations and are based on facts and observation.

It gives us an insight into the fact that soft skill and effective communication can really turn the table for any business. Again, it also highlights some of the factors related to dedication, self-motivation and professionalism of as the benchmarks for success. Women in India in this century may be enjoying the best of facilities in pen and paper but in reality how they are still fighting with the mediocrity and selfishness of the society. The research paper intends to show how success is possible with these essential tools with the help of these two cases.

Patra K.K. (2012) in their research paper on “Role of Financial Institutions in the development of Women Entrepreneurs: An Indian Scenario” highlights the functions of various institutions which are providing financial assistance to women entrepreneurs in various sectors in India. Government of India is providing various facilities to Indian women to come forward and to start a new venture or making progress in the existing businesses. Recent surveys show that Indian women entrepreneurs generate more wealth than the women in other parts of the world. The research paper aims at exploring various schemes offered by nationalized banks and other financial institutions and tips on how to make the going easy. The paper has also developed 3S model, i.e., Substance, Strength and Success to prove the efficiency of the women entrepreneurs.

Samunnatha V. and Samujwala V. (2012) in their research study on “An Analysis of the Sociological Problems of Women Entrepreneurs: A Study of Hyderabad & Rangareddy Districts in Andhra Pradesh.” Examine the role of women entrepreneurs that has helped to solve the problems of unemployment and poverty.

The objectives of the study are to understand the problems encountered by women entrepreneurs and to assess the characteristics of social problems faced by them. The sample population included 890 registered women entrepreneurs in the MSMEs spanning different units
in Hyderabad and Rangareddy districts and the sample size is 200. The study is based on random sampling method of probability sampling technique.

The study reveals that gender discrimination and male domination are the major constraints of women entrepreneurs followed by lack of motivation by family and the society, dual role in family and business, lack of support in the organization, problems in maintaining public relations, unfair attitude of officials, lack of recognition, lack of acceptance, social insecurity etc.

Again here women entrepreneurs face lots of problems in all aspects viz., social, economic, psychological, cultural, personnel and marketing etc. The present analysis of social problems confronted with the sample respondents revealed that social problems dominate women entrepreneurs. If women entrepreneurs’ efforts have been recognized and appreciated either by the government or by the family members, it would become one of the motivational factors for them.

Malipatil G.S. (2012) in his study on “Problems of Women Entrepreneurship in Hyderabad Karnataka Region of Karnataka” indicates that every Indian housewife is an entrepreneur in her true spirit. Their role as manager of the house can be related to the basic management techniques used in the business world of a small enterprise. The purpose of this paper is to identity the factors which influence women entrepreneurs and finding out the problems faced by them in Hyderabad Karnataka Region of Karnataka.

The study reveals that promotion of women entrepreneurship is far behind due to lack of financial assistance, family and community support ignorance of the opportunities, lack of motivation, shyness, inhibitions, preference for the traditional occupations etc. Traveling from one place to another is a problem to women entrepreneurship. However, suggestions are mentioned for the growth and development of the women entrepreneurship in Hyderabad Karnataka Region of Karnataka.

Jayalakshmi P. (2012) in her study “Socio-Economic aspects and Constraints of Women Entrepreneurs - A case study on Visakhapatnam Dist.” shows that the Government of India has introduced the concept of women entrepreneurs on the basis of their equal participation and employment of a business enterprise. In spite of their important contributions to socio-economic development, women suffer from various constraints, which inhibit them from fully realising participation of their potential for development. Cultural values and social norms hinder the
equal women in society. One of the major constraints women face as entrepreneurs is the unequal access to productive resources and services, including finance, marketing, management and skill upgrading opportunities. Some legal provisions and legislative systems make it difficult for women to take initiatives for business development. Further more, their reproductive role in the family and the community puts women in a disadvantaged position to engage in entrepreneurial activities.

Singh B.S.(2012) his research paper on “Problems and Prospects of Women Entrepreneurship with special reference to Bidar District (Karnataka)” conduct the study to find out that specifically of women’s business ownership is based on the proposition that women problems some of which are in addition to or different from those met by men in starting and running business. In order to find out the problems and constraints being faced by business women, their managerial capabilities and training needs this study was taken up.

Wahed M. and Prashanth (2012) in their study on “Indian Economic Growth-Role of Women Entrepreneurs” try to examine the status of women entrepreneurship in India, the role of women entrepreneurship in Indian economic growth and to identify the characteristics of Indian women entrepreneurs and their businesses.

2.3 IDENTIFICATION OF THE RESEARCH GAP

The review of literature on women entrepreneurship development reveals that the phenomenon of entrepreneurial activities has attracted the interest and research attention of a broad range of management disciplines. Entrepreneurship is a relatively new field of research, not more than 20–25 years old. During the last decade it has gained extensive interest beyond the usual areas of management studies. As in many other fields of research in social sciences, entrepreneurship research has its roots in the development of and changes in society. In many countries, especially in India, entrepreneurship became a vehicle to solve regional and national problems and to stimulate growth.

An analysis of research on women entrepreneurship development in India reveals that most of the research deals with entrepreneurial activities in this sector and its development as a tool for solving the problem of poverty. Self-employment, inventor entrepreneurs, enhancement in livelihood and has encouraged the rural and urban population to venture into entrepreneurship. The development of women entrepreneurship has covered elaborately in most of the Indian
research on entrepreneurial activities. The literature deals extensively on economic growth through entrepreneurship and support of government of India. Studies employ sophisticated statistical tools to identify the motives of women entrepreneurship development, the characteristics of entrepreneurs who have undertaken entrepreneurial activities and the problems faced by women entrepreneurs. Jain Gautam Raj, formulates an appropriate training approach to develop women as successful entrepreneurs. Samuel Glloria Daya tried to find out the correlation between age and managerial performance, time allocation and managerial performance and educational level and managerial performance. The research of Jhabwala and Bali shows the socio-economic condition and empowerment of women. It also indicates the changes that have been occurred in the life style of women.

Many research studies have been done on entrepreneurship and somehow to certain extent on women entrepreneurship in different states, but very little has been done on women entrepreneurs in Gujarat and specially in context of Gujarat Chamber of Commerce and Industry business women committee, Ahmedabad. So the research has been attempted to study women entrepreneurs of Ahmedabad (Gujarat State) city for precise interpretation.

There are different aspects related with women entrepreneurs. Such as, their socio-economic condition, particularly what kind of enterprises women choose? What are the inspiring factors? What are the supporting institutions that help them and how much do they succeed? What are the problems they have to face? In this research study an attempt is made to answer these questions.

The central and state government introduced special policy for development and support for women entrepreneurs. The banks and other financial institutions provide facilities to women entrepreneurs at a reasonable term. Now, the question is how far the women entrepreneurs take this assistance and they are beneficiaries or not? To find out these questions this research study is required.

2.4 CONCLUSION

Literature review has exposed that the entrepreneurial activities have been going on since the last several decades. Historical evidences throw light on the extent of women entrepreneurship development which has contributed to the economic growth of the ancient countries. The introduction of women entrepreneurs of Ahmedabad city was a noble way of
inspiring the urban women entrepreneurs. This initiative has indeed prompted many entrepreneurs to begin with creative and innovative way of doing business.

The literature review has revealed that the entrepreneurship development has been a source of economic growth, family development, job opportunity and business enhancement and provides a source of livelihood for families under poverty line. The development of entrepreneurship in India has also shown uptrend. Many researchers have examined the progress of entrepreneurial growth across the states of India.

The study shows that entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to none with respect to contribution to the growth of the economy. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes trends, challenges of present and future in all aspects global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. India is brimming with the success stories of women who stand tall from the rest of crowd and are applauded for their achievements in their respective fields.

The review of literature in the area of women entrepreneurship development shows that motivation is regarded as an essential component of entrepreneurship. Both motivation and environmental influences play a crucial role in entrepreneurship. Several studies have been carried out which throw light on the challenges faced by women entrepreneurs. However, in practice, problems faced by women are of different dimensions and magnitudes, owing to social and cultural reasons. The gender discrimination that often prevails at all levels in many societies impact the sphere of women in industry too. The government needs to emerge as a major catalyst by way providing training incentives and other facilities to succeed to empower the women entrepreneurs. Thus to empowering women is ultimately developed leadership and entrepreneurship. Women entrepreneurship and women empowerment would be the realities of tomorrow.