6.1 INTRODUCTION

Entrepreneurship is recently being recognized as a full-fledged profession and women entrepreneurship is an even newer phenomenon. Significant amount of data is available about entrepreneurial characteristics and motivations of men but very little data is available regarding women entrepreneurs. Women’s own response towards prospective entrepreneurship has remained by and large quite lukewarm till recent time. No significant research activity has been directed to access their role and contribution in promoting female entrepreneurship.

The few studies on women entrepreneurship that have been undertaken in the Indian context are in the industrialize cities of Delhi, Pune and Madras. Gujarat is an important state for industrial activity. But women entrepreneurship in Gujarat is a recent concept, hardly a decade old. Hence, there has not been a significant research approach toward the evaluation of their role as the entrepreneurs of repute.

The present study has been conducted to know the role and performance of women entrepreneurs with special reference to the city of Ahmedabad in the state of Gujarat State. The main objectives of this study has been to understand the socio-economic position of women entrepreneurs, object for starting an enterprise, important motivational factors, the quality of their performance and problems, the role of various promotional institutions and the role of government in running the enterprises. Women managing any business activity be it manufacturing, trading or service have been targeted for the study.

6.2 FINDINGS

6.2(1) Socio-Economic Condition of Women Entrepreneurs: Regarding the age of the women entrepreneurs, it is found that, out of the 50 selected women entrepreneurs, the maximum numbers of women are from 30 to 50 years. 30% of women are in the age group of 41 to 50 years who are handling their enterprise while 26% are in the age group of 31 to 40 years, 22% are in the age group of 51 to 60 years and 16% are in the age group of 21 to 30 years. Only 6%
are in the age group of 61 to 70 years. Thus it is clear in the present study that mostly middle-aged women are handling an enterprise.

The age of women entrepreneurs at the time of starting their enterprise varied from 20 years to 60 years in general. The maximum number women were between 21 to 30 years when they started their enterprise. 50% are from 21 to 30 years of age, 32% of women who are also from 31 to 40 years of age group. Only 8% women are from 41 to 50 years and 2% are from 51 to 60 years of age group. Overall, the study indicates that majority of women took initiative to start an enterprise at very young age.

This research study reveals that majority of the respondents (82%) were married women when they started their entrepreneurial careers. This proves that women have a tendency to start their enterprises only after marriage.

Further it is found that 70% of women who started their enterprise come from joint family while 30% are from nuclear family. Here we can conclude that maximum numbers of women who are successful to start their enterprise were coming from joint family.

62% of the women were having 4 to 5 family members, 24% of women were having 6 to 8 family members, 12% were having 1 to 3 family members and only 2% were having 10 family members. Hence a preference among enterprising women for small families was clearly observed.

In our research it is found that almost half of the respondents did not have any one dependent upon them from their family. But on the other side, it is clearly seen that for the remaining half of the women entrepreneurs, the family members did dependent on them, no matter how many they could be (it may be only one family member, two, three, four or five).

This research shows that 72% of the women entrepreneurs had children while 16% women entrepreneurs were unmarried and 12% had no children. Further it is clearly observed that 28% had only one child, 36% had two children, only 8% of them were having more than two children but not more than three. It indicates that the women entrepreneurs tended to have less number of children.

Among the women entrepreneurs covered by the sample study, 100% were Hindu and no one from other religion. It is also noted here that not a single woman has come forwarded as an entrepreneur from the Muslim and Christian religion in the selected group. It clearly showed that
Hindu entrepreneurs are more in number because they are a majority community in Gujarat and they are socially more acceptable as entrepreneurs in Gujarat.

Further it is found that, majority of women entrepreneurs 90% were Gujarati speaking, 4% were Hindi speaking and only 6% entrepreneurs who spoke other languages such as Marathi and South Indian language.

Among the women entrepreneurs covered by the sample study, 96% were General Community and 4% were S.E.B.C. It emphasizes that the majority of women entrepreneurs were from the forward communities. The government has given financial assistance, subsidy schemes and preferences to the reserved category to develop them. But their representation was nil in the sample examined.

In our research study it is found that, Majority of women are having good educational background, it means that 92% of women entrepreneur are well educated. Out of them 64% are graduate, 28% opted for higher studies to pursue their post-graduation while 8% only completed their schooling, but their talents and skill may have encouraged them to enter the business scene. But their low level of education did not act as a barrier to their entrepreneurial career.

Women entrepreneurs possess the necessary technical education and the results was that out of 50 respondents 52% women had no technical knowledge but still they are making efforts to run their enterprise. Some of them are having technical education.22% had certificates, 10% had diploma, 04% women entrepreneurs were graduate and 12% were postgraduate. The women having no formal education but still running enterprise shows their desire for doing business and making their name in today world.

As we have seen earlier women don’t have technical knowledge and here we can see that 62 percentage women don’t have training for running enterprise. Only 38 percent women had taken training. It indicates that for running enterprise skill, experience and working ability is much more important than training.

Educational background of family members is the most significant contributor for promoting women as entrepreneurs would necessarily have to have the active encouragement of husband or father. Our study indicates that, the educational background of father or husband of women entrepreneurs is very important. 84% were graduate, 12% were postgraduate and only 4% were up to S.S.C. and higher secondary level. The study clearly established that women entrepreneurs belong to well-educated family.
Further their family occupation also indicates their propensity towards entrepreneurship. Most of the family members, husband or fathers of the women entrepreneurs were doing business. 70 percent of them are in business, 16 percent are doing service, 2 percent in personal practice as a doctor and 12 percent were retire. This shows that majority women entrepreneurs belong to business class family. This is an important factor for success in their entrepreneurship.

We can observe that 28% of the respondents were studying before starting their enterprise, 24% were doing private service while other 24% were doing other occupation. 18% of women were assisting their parents or their husbands business, and only 6% were doing government service.

This shows that before starting the enterprise, majority were concentrating on their studies and the other majority was in other occupation and private service.

To start any kind of enterprise you should have sufficient and systematic knowledge of business administration. Almost all the respondents are having systematic knowledge of administration of their business. Out of 50 women entrepreneurs, 39 (78%) are actively participating in all the activities of their enterprise and have proper knowledge about how their enterprise is working. 11(22%) respondents do not have any systematic knowledge of business administration. Among all the entrepreneurs having systematic knowledge, 19 respondents are having professional experience while 16 are having degree or diploma in business administration and 4 respondents are having training in CED, SISI and DIC.

96% of respondents are keeping up to date knowledge of all aspects of their firm. Among them 30% are gaining knowledge by attending seminars, 26% by reading magazines or journals related to their product, 21% by association of their business and 23% from their own management.

In our study we found that, 66% women who are running enterprise don’t have any business or managerial experience but their desire for doing something gives them this recognition in business environment. Only 34% women entrepreneurs have a business or managerial experience.

The annual income of the entrepreneurs’ families has a bearing on promotion of entrepreneurs. Accordingly this factor was analyzed and we found that majority women entrepreneurs (32%) had an annual income between 2 lac to 5 lac. 24% of the women entrepreneurs had annual incombetween 1 lac to 2 lac. 12% had annual income above Rs. 10
lac. Only 4% of the women entrepreneur’s families had an annual income below Rs. 50,000. This indicates that majority of women entrepreneurs are coming from higher middle class.

The major sources of Financial Help for starting an enterprise are entrepreneurs themselves - 30 (41.1%). Out of all the responses, 66% respondents said that they were themselves the main source of finance for starting an enterprise. The second major source of financial help is Father / Husband, which is 25 (34.2%). Out of all the responses, 50% respondents confirmed that Father / Husband is a second major source of financial help for starting an enterprise or business.

54% of women entrepreneurs are spending the normal working hours (4 to 8) at their enterprise. They are working full time and they are able to pay attention to their family. 24% of them are taking interest in their enterprise as they are spending 9 to 12 hours, i.e working for the whole day. 20% women entrepreneurs are giving less time for their enterprise. They have given less than 4 hours. 2% of them have given more than 12 hours. This indicates that in the initial years it required more time.

During the survey we found that 84% women entrepreneurs taking the decisions of their enterprise on their own. Only 16% are taking decision with the help of others. It indicates that majority of women entrepreneurs have the capability and decision making capacity of handling their own enterprise.

6.2(2) Role of Government / Non-Government Agency: Most women are getting financial help from their father or husband and managing themselves rather than seeking help from bank or government/non-government agency.

92% women didn’t get any help from the government while only 8% get help from the government agency like financial, training, project report guidance, license, guidance for raw materials, machinery etc.

Thus it is observe that there is no significant role of government agencies in development and promotion to women entrepreneurship. Only subordinate role is played by them.

6.2(3) Object for Starting Enterprise: In our research it was found that the major objective for starting an enterprise is Money, which is 44 (16.1%). It can also be said that out of all the responses, 88% of the respondents said that Money is their main objective for starting an enterprise. The second major objective is Ambition, which is 40 (14.5%). Out of all the responses, 80% respondents conformed that Ambition is a second major objective for starting an
enterprise or business. The last objective is that they did not have any Educational qualification suitable for Job 7(2.5%).

6.2(4) Factors Motivating Women Entrepreneurs: In our research study we try to find out various motivating factors for women entrepreneurs in starting the enterprise. Women entrepreneurs had given first rank to self-willingness; they had given second rank to advice of family members and they had given last rank to advice of Govt. officers.

The most motivating factor for starting an enterprise is Self-Willingness and it is 47 (43.1%). It can also be said that out of all the responses, 94% respondents said that Self Willingness is the most motivating factor for starting an enterprise. The second major factor is Advice from Family and it is 26 (23.9%). Out of all the responses, 52% respondents confirmed that Family Advice is a second major motivational factor for starting an enterprise or business. The least motivating factor is other factors, which accounts for only 2, (1.8%) and Advice from Government Officer, which is 1, (0.9%).

6.2(5) Performances of Women Entrepreneurs: In the sample selected for our research study in Ahmedabad City, it was found that women entrepreneurs are managing different types of enterprises. Majority of women entrepreneurs, 42% are in service sector, 34% are having manufacturing unit and the remaining 24% are in trading sector.

Further it is seen that 88% of the women entrepreneurs are the sole owner of their firm, and 6% have started their enterprise as a partnership firm and out of the research made we also came across 4% of women who started their enterprise as a private ltd. company, while the remaining 2% are running cooperative societies which states that women are not lacking in any of the field.

The industrial units according to their location may be divided under two heads that is urban and rural location. In this research study, as per the above division 96% women entrepreneurs run their enterprise in the urban area and only 4% run their enterprises in the rural area. This also indicates that most of the women entrepreneurs belong to the urban area. It was also found that, 58% respondent’s unit of their firm is located at their resident, 30% have started their units in the industrial plot or shed and rest of the 12% at rental building.

The capital investment in enterprises run by women entrepreneurs will be studied in two category-Initial Investment and Total Investment. During our survey we found that among the 50 enterprises of women entrepreneurs an initial capital investment of less than Rs. 50,000 was put
in by as many as 50% women entrepreneurs. The second category with an investment range of Rs. 50,000 to 1 Lac is shown by 20% women entrepreneurs. An initial capital investment of Rs. 2 Lac to Rs.5 Lac is invested by 14% women entrepreneurs and the capital investment between Rs. 1-2Lac, 5-8 Lac and 8-10 Lac shows a diminishing trend of investment by the women entrepreneurs which were 4% of the sample surveyed and surprisingly above Rs. 10 Lac initial amount invested by 4% women entrepreneurs. This indicates that there is vast difference in initial capital investment.

This study also indicates that number of women entrepreneurs declines to smaller number for lesser amount of total capital investment, particularly less than Rs. 50,000, Rs. 50,000 to 1 Lac, Rs. 1 to 2 Lac and Rs.8 to 10 Lac while the number of women entrepreneurs are the same between Rs. 2 to 5 Lac and Rs.5 to 8 Lac but when the numbers increase in total capital investment above Rs.10 Lac. It indicates that women entrepreneurs have made large amount of total investment in their enterprises. It also indicates that their enterprises are being developing day by day.

Here one more important observation is that, 52% women entrepreneurs felt that their capital investment was sufficient and 28% have insufficient capital investment. 20% respondents were not clear about the capital investment.

Those who are facing problem of capital insufficiency are facing varied kinds of problem. They are facing problems such as scale economy, low production capability, diversification, loss in market and other problems too. Problems of scale economy, low production capability and diversification are faced by 32%, 27% and 27% of the entrepreneurs respectively.

There are different sources for women entrepreneurs to raise their capital. Majority of women entrepreneurs (58%) depend upon their own funds or their own saving. Some are depend upon bank’s loans or loans from relatives or friends. Besides, the successful women entrepreneurs who were earning remarkable profit are re-invest a part of their profit.

Financial position of women entrepreneurs is an important parameter to understand the position of women entrepreneurs. The various enterprises established by women entrepreneurs were varying in each field. The common yardstick to compare them on their position was the financial income in terms of Rupees. In the study 24% of the enterprises had income less than Rs. 1 lac, 42% had 1 to 3 lac, 12% had 3 to 5 lac, 10% had Rs.5 to 8 lac and 12% enterprises had
income greater than Rs.8 lac which highlights the mindset of women entrepreneurs who were establishing themselves in a big way in the city of Ahmedabad.

Women entrepreneurs have fixed assets in different form like buildings, shops, showrooms, machinery, equipment etc. The study shows that majority, 50 % women entrepreneurs have fix assets worth more than Rs. 5 lac, 30% have less than Rs. 1 lac fix assets. It shows that in our research study of Ahmedabad some women entrepreneurs were in better position. They have their own house, shop and working place. While some were in weaker position, they are running their enterprise at home or in rental building.10 % have Rs. 3 to 5 lac and remained 10 % have Rs.1 to 3 lac fix assets.

The study shows that 50 % of women entrepreneurs who responded to this study have been using indigenous technology and among them only 14 % have used foreign technology, 10 % have used both the technology. 26 % have not concerned with technology because they are connected with trading or service sector.

Further, the study indicates that women entrepreneurs are equal interested in traditional as well as in modern technology. The study shows that 42 % women have been using traditional and 58% have been using modern technology.

The study indicates that 84% women entrepreneurs formulate their enterprises themselves. Only 16% accepted help from other professionals and their relatives. That shows that women are dependent on themselves and they are capable to do anything if they are capable to start an enterprise.

**6.2(6) Employment Generations:** There was no type of staff employed in 13(26%) enterprises. In 22(44%) enterprises one to ten staff members were employed. It may be because of the self-employed (service sector) enterprises and trading units. There were 11(22%) enterprises which employed eleven to fifty persons, in 02(04%) enterprises fifty one to hundred persons employed and another 02(04%) enterprises above 100 staff members were employed in women running enterprise.

It indicates that, women entrepreneurs also established and running small as well as medium scale enterprises. They are also helpful in given employment. The study shows that women are success in employment generation for the society.

The study shows that out of the 50 respondents/enterprises covered in our study 21 enterprises (42%) which have no female employees. In the 5 enterprises (10%) the female
employment is 1 to 10 percent. In the 6 enterprises (12%) the female employment is 21 to 50 percent. 8 (16%) enterprises have got better number of female employees, between 51 to 99 percent. In the 10(20%) enterprises, this called the best of all, which shows 100 percent strength of the female employees.

Thus, this study indicates that there does exit a psychological preference for female employees in the women-run enterprises.

This study highlights the composition of workers in three categories- skilled, semi-skilled and unskilled workers. The observation is that majority of women entrepreneurs employ skilled workers in their enterprises.

In our study we observed that out of 50 enterprises, considered for this research for 29 enterprises the family members of the entrepreneur are engaged in running the business of the women. In 21 women entrepreneur’s enterprise not a single family member was engaged. Out of 29 enterprises majority that is 38% women entrepreneurs has two members engaged in their enterprise and other 28 % have one or three members engaged in their enterprise. Remaining 6% women entrepreneurs has six members engaged in their enterprise. It is clear that women entrepreneurs are success in employment generation.

6.2(7) Business Developments: In our research study it is found that, 37 respondents stated that they need change in their business. Out of them 48% respondents stated that they want to enter new markets, 44% want to introduce new products, 32% want to increase their production capacity and 22% wants to bring in new technology. 18 % wants to purchase new machinery for development and the remaining 12 % want other changes in business.

It indicates that women entrepreneurs are aware of their business development and over the period of time they are taking necessary steps for that.

In our research study it was observed that, the enterprises set-up by women cover a wide range. The overall product selection by women entrepreneurs was chemicals, drugs and pharmaceuticals, Ayurveda medicine, readymade garments, food and food products, candles and decorative items, antique jewelry designing and making, wedding items etc. It was also found that women entrepreneurs are managing beauty parlour, yoga classes, pathology laboratory, interior decorating, restaurant, art and craft classes and entrepreneur training center. Further it was found that women entrepreneurs are trading designer jewelry, saris, ready dress materials, woolen shawl, building materials and plastic product.
There are one or more than one reasons for selecting particular product for women entrepreneurs. Majority women select their product because they have interest in this product. The knowledge for product and higher market demand are also the reason for selecting the particular product. To some extent the work experience and family business are also a reason for that.

75% of the respondents are keeping workers to undertake the production process. That means 75% are using workers for production, 22% are producing their product on their own and 3% are undertaking production with the help of their family members.

Majority, 67% of the respondents say that they advertise their product and advertisement is necessary to make their product well known in the market. While 33% women entrepreneurs say that they do not apply any tools of advertisement for their products. Out of 67% women entrepreneurs 36.84% advertise with the help of pamphlets, 15.79% are advertising with the help of daily newspaper, 13.15% are advertise in magazine and 10.52% are advertising on sign boards. There are also 23.68% who are using other means of advertisement tools.

This indicates that the women entrepreneurs generally depend on local sale of goods. Others do not employ mass communication media either due to the nature of the products or other constraints like expenditure. It is also observed that media selected by the women entrepreneurs are less costly.

In our study it was found that, women entrepreneurs were marketing their product in different market. 45% women entrepreneurs market their product in local market, other 15% are marketing outside the country, 22% within the state and 18% are marketing within the country. Here we can see that women entrepreneurs are marketing their products overseas also. It was observed that women entrepreneurs are interested in local market. They are equally interested within the state and outside the state.

83% respondents find difficulty in marketing their product. And those who find it out of them 38% find difficulty in price competition, 27.5% find tough competition in the market, 14.5% find that it takes very long time to recover their money. 7% respondents find advertisement war by large unit and 13% find difficulty of customer preference from known brands manufactured by large units.

**6.2(8) Problems:** In our research study we found that women entrepreneurs are facing problems before starting the enterprise such as acquiring funds, selecting location, acquiring information
and many others. A Multiple Response analysis has been conducted and the results show that the major problem women entrepreneurs have to face before starting an enterprise is Acquiring Funds, 23 (23.2%). It can also be said that out of all responses, 54.8% respondents said that Acquiring Funds for starting an enterprise is the major problem faced by women entrepreneurs. The second major problem faced by 15 (15.2%) women entrepreneurs before starting an enterprise is selection of place. That is out of all responses, 35.7% respondents confirmed that selection of appropriate place for starting an enterprise is the second major problem faced by women entrepreneurs.

Women entrepreneurs are also facing the problems at the time of implementation of enterprise. Due to insufficient education and training majority of the entrepreneurs faced the problem at the time of starting or implementing their business plans. They also faced problem at the time of selecting their machinery, labor union problems, distribution of departmental work and many other problems. A Multiple Response analysis has been conducted and the results Show that the major Problem women entrepreneurs have to face at the implementation phase of an enterprise is Education and Training, 9 (32.1%). It can also be said that out of all responses, 47.4% respondents says Education and Training at the implementation time of an enterprise is the major problem faced by women entrepreneurs. The second major problem faced by women entrepreneurs at implementation of an enterprise is Machinery, which is 7 (25.0%). That is out of all responses, 36.8% respondents conforms Machinery as second major problem at implementation phase of an enterprise.

After starting enterprise majority women entrepreneurs face the problems of dual responsibilities, strong competition, selling of product, fair price and insufficient working capital. Lack of economic independent, defective market strategies and women’s less capability of risk bearing are also the problems of women entrepreneurs. Major problems women entrepreneurs have to face after starting an enterprise are both Dual Responsibilities and Competition, 25 (14.9%). It can also be said that out of all responses, 55.6% respondents says both Dual Responsibilities and Competition are major problems faced by women entrepreneurs after starting an enterprise. The second major problem faced by women entrepreneurs after starting an enterprise is Working Capital, a problem faced by 21 (12.5%) respondents. That is out of all responses, 42.7% respondents conforms Working Capital as second major problem after starting an enterprise.
This study reveals that 86% are facing good competitors in business and out of those who are facing, 74% are facing competition from local producers, 36% are facing from big companies and there are also 16% respondents who are facing competition from multinational companies.

The study shows that many of the women entrepreneurs are face the problem of labor’s irregularity. Wage rise and working hours are also important problems. To some extent women entrepreneurs also faced leave and bonus related problems.

During our research study we found that 66% women are not facing any special problem being women and there are also 34% of the respondents who are facing problems such as lack of family support, lack of knowledge, insufficient fund etc.

In our research study we found that 82% women entrepreneurs have received help from a male member while only 18% women have not received any kind of help from a male member. But they are at least making an effort to start a business on their own shoulders. Further it was found that 74% women were run their enterprise successfully without the help of male members. Only 26% women are not confidence for handling their enterprise without the help of male member.

It was observed that 84% women entrepreneurs are able to cope up with their professional life and domestic life. Their family life was not disturbed because of being a woman entrepreneur. Only 16% women entrepreneurs cannot develop the art of managing the two things together. A large portion of the women under survey (i.e. 82%) feel that they are in need of better facilities to develop the strength of women entrepreneurs.

According to chi square, as chi square calculated is greater than chi square tabulated we have to accept alternative hypothesis and it says there is a relationship between family structure and income level and it is also found that there is no relationship between age group and capital investment.

6.2(9) Hypothesis Testing: Followings are the hypothesis assumed for this researcher.

1. Age, Age at the time of starting an enterprise, marital status and education have significant impact on women entrepreneurship.

2. Technical education, training, business/managerial experience, occupation of husband/father and prior occupation of women entrepreneurs plays significant role on women entrepreneurship.

3. There is significant assistance from government agencies to women entrepreneurs.
4. Age at the time of starting an enterprise and technical education has sufficient impact on annual income of women entrepreneurs.

The researcher has examined all the hypothesis during the course of study and findings are as under.

1. Age of women entrepreneurs and age of the women entrepreneurs at starting the enterprise are independent of each other is the first hypothesis and it is not accepted by the researcher, but both are significantly associated with each other. The findings support the same.

2. Age of women entrepreneurs and marital status are independent to each other is the another hypothesis and it is accepted in this study.

3. Age of women entrepreneurs and their education are independent to each other is the third hypothesis for the present study and is also accepted in the study.

4. Technical education and age of the women entrepreneurs at starting the enterprise are independent to each other is the fourth hypothesis and it is accepted.

5. Specific training and age of the women entrepreneurs at starting the enterprise are independent to each other is the fifth hypothesis and it is also accepted.

6. There is no association between the work before starting the enterprise and age of the women entrepreneurs at starting the enterprise is the sixth hypothesis. The two variables are indeed associated. Therefore the hypothesis cannot be accepted and it can be said that Age of the women entrepreneurs at starting the enterprise and their previous work are significantly associated with each other.

7. Prior business or managerial experience and age of the women entrepreneurs at starting the enterprise are independent of each other is the seventh hypothesis and it is accepted.

8. Women entrepreneurs get significant assistance from the government agencies is the next hypothesis. But this hypothesis cannot be accepted because the study indicates that women entrepreneurs do not get significant assistance from the government agencies for starting an enterprise.

9. Age group of women entrepreneurs at the time of starting an Enterprise and Annual Income of the women entrepreneurs are independent to each other is the ninth hypothesis and it is accepted in our study.
10. Technical Education of women entrepreneurs and Annual Income of the women entrepreneurs are independent to each other - is the last hypothesis testing in this research study. The result shows that the two variables are indeed associated. They have significant relation but the relationship is not very strong. Therefore the hypothesis cannot be accepted and it can be said that technical education of the women entrepreneurs and their annual income are significantly associated with each other.

6.3 SUGGESTIONS

1. There is need to change mindset of the people so that women can perform economic function in an effective manner.

2. Latest technological innovations should be made available to women entrepreneurs through various government agencies.

3. Various supporting agencies are doing its best to provide services to these women entrepreneurs who have approached them. Low utilization of their services had been attributed to low level of awareness of these agencies among women entrepreneurs. The low level of awareness has been attributed to lack of opportunity to get information. These agencies should lay more emphasis towards the increase in awareness of their activities.

4. Efforts should be made to inculcate the spirit of Entrepreneurship among women. Starting various workshops relating to entrepreneurship development better training facilities should be setup and awareness of these facilities should be enhanced.

5. Assistance from academic institutions such as colleges, universities and research institutes to offer training and counseling.

6. Women Entrepreneurs do not want to shift to other business. They also do not want to diversify the existing business. Suitable policies for the growth of women entrepreneurs can encourage the women to incorporate diversification in their business.

7. Success stories of women entrepreneurs should be published in local and national newspapers and telecasted through television.

8. Modern communication media should be utilized in an effective manner.

9. Modern methods of advertisements available in the market have not been used by these entrepreneurs. Only small proportion of women entrepreneurs are using modern means of
advertisements to increase the awareness of their products. It may be due to lack of finance and even ignorance on their part to use modern means of advertisements.

10. Conduct conference to bring entrepreneurs and bankers together.

11. Assistance from experienced male entrepreneurs should be obtained.

12. Sex bias and sexual harassment is to be prevented by adopting peer review and through open performance appraisal system.

13. For marketing of products, women entrepreneurs must establish her credibility first in terms of quality and competitiveness of product or service. She should acquire relevant techniques and skills on winning customer’s loyalty.

14. Education and awareness develops human resources and promote entrepreneurship. The university, higher and professional education however have to concentrates on acquiring in-depth knowledge, skills and application of each of the subjects taught in academic stream, technical or professional education.

15. It is possible for a woman to have resources – labor, technology, technical knowledge and capital but its potentiality cannot be fully explored unless they are active, enthusiastic entrepreneurs and have the ability to organize the various factors of production. So it is necessary that society has to accept their potentiality and given chance to explore them.

16. A number of successful women entrepreneurs might fail because of complacency and sluggishness arising out of regular and assured profits, efforts should be made for encourage and motivate to women entrepreneur.

17. There is another type of gap which exists between women with resources and women without resources. Women, who have skills of education, knowledge and leadership and are professionals, should assists and bring them into greater visibility and help them to resist exploitation and to rise above the present status. It is only when women can get together as a homogenous group, irrespective of cast, class, community and activity differences, will their collective voice be heard and yield result.

18. The service sector emerging as new and opportunistic segment in which new generation women entrepreneurs must be promoted.
6.4 RECOMMENDATIONS

1. Women entrepreneurs are possessing higher level of education. There is a need to introduce business related course curriculum at graduate level to improve their skill in business field.

2. Women prefer to establish home-base enterprises. Efforts should be made to provide information on various business opportunities available to potential women entrepreneurs, which can be started at their home place.

3. For women’s entrepreneurial development, women’s organizations, women’s co-operatives and NGOs should be promoted to assist self-employment for women.

4. Crash literacy program has to be undertaken for those who are resourceful but illiterate.

5. Government should take remedial measures for the specific problems faced by women entrepreneurs.

6. Women have a dilemma about caring for their kids. For this running crèche facilities should be arranged near work place.

7. More finance should be given for the small units at lower interest rate without stress on collateral security.

8. Special concession should be extended to women entrepreneurs.

9. Proper business environment and industrial culture should be developed with the formulation of adequate economic and industrial polices.

10. Social recognition and timely reward should be given to successful and innovative women entrepreneurs.

11. The concept of group formation is the best strategy to enlighten women and provide necessary mental courage to do self-employment. Group entrepreneurship is ideal for the weaker sections of the society and it is an instrument which helps the poor women to overcome their poverty. It gives employment opportunities for illiterates.

12. The implications of a strong political will shall have a direct effect on the planning process and on the system of implementation. The Government, machinery through which development resources are channelized, has proved to be often indifferent and ineffective in reaching the poor and rural women entrepreneurs. And for this, the responsibility has to be shared between the political and administrative leadership.
Entrepreneurship is a mission and entrepreneur is a missionary. In the new global scenario entrepreneurs will have to upgrade themselves so as to complete and meet the global standards.