In the following pages, the researcher has attempted to study the earlier entrepreneurial studies, which are very popular in the field of entrepreneurship. In order to identify certain factors which are responsible for the successful performance of the entrepreneurs and also for the growth of SSI units the following attempt has been made.

2.1. Entrepreneurship Survey in Abroad

A lot of studies of entrepreneurship have been conducted in different countries of the world like Greece, Japan, African Countries, Lebanon, France, Indonesia, Phillipines, and Pakistan. There have been a few studies made in some Asian countries, without special reference to any particular country.

A.P. Alexander\(^1\) has conducted a study of 354 Greek industrialists, pertaining to the supply of entrepreneurs, and the nature of their policies. He observes that "the reforms of Kemal Ataturk, inflicted damage to the prestige and status of some groups of Greek people. These groups were well attracted by the lure of large profits and new opportunities". He identifies the following as some of the root causes for the low success rate of Greek

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\(^1\) Alexander, A.P., Greek Industrialists - An Economic and Social Analysis, Centre of Planning and Economic Research, Athens, 1961.
entrepreneurs’, high cost of production, inability to tackle problems effectively, unsympathetic attitude towards workers, reluctance to share with others ownership and control of enterprise, influence of Greek cultural values and lack of proper educational base for their role as managers. Alexander also notices that there was considerable upward mobility in entrepreneurial activity among those whom he studied.

Hirsschmeier¹ and Zazuo Noda² describe the Japanese entrepreneur as “Community Centred”. Watanabe³ finds that in Japan, small entrepreneurs have to overcome various barriers in order to set up business. Competition appears to be very severe, the difficulties and risks one encounters are much onerous. Gustav Ramis says of the community centred entrepreneur that he lies, “somewhere between the Schumpeterian autcentred entrepreneur and the caricature of govern-ment officials”.⁴, Kozo Yamamura questions this view.⁵ He points out that the revolutionary reforms introduced by the Meiji emperor

4 Kozo, Yamamura, (cd) op.cit, pp. 144-145.
5 Ibid.
disappointed the lesser Samirai of their status and substance and they, obeying the Hagenian Law of subordinate group, provided economic leadership in entrepreneurial garb. A combination of strong will power, thriftiness, hardwork, determination to succeed, all have produced an abundant supply of entrepreneurship in Japanese manufacturing.

The entrepreneurs of Japan belong to a developed economy. But their counterparts in some of the African and Asian countries are not so fortunate.

John Harris has conducted a study of 269 Nigerian entrepreneurs, engaged in different industrial activities like saw-milling, manufacture of furniture, printing, rubber processing, garment-making and banking. Harris finds that the Nigerian entrepreneurs are almost successful in identifying opportunities and gaining command over resources, but they are relatively unsuccessful in the management of enterprises. Harris has listed some of the factors hindering entrepreneurial development in Africa, as identified by some others too: difference between the social world in which an African entrepreneur lives and economic

1 Ibid.
2 Susumu, Watanabe., op.cit.,
world in which he has to operate\textsuperscript{1}, undeveloped and uninstitutionalised way of gaining knowledge, recruiting skills and borrowing money; lack of inter-regional mobility; lack of commercial experience; oligopolistic market conditions;\textsuperscript{2} shortage of viable project;\textsuperscript{3} absence of business environment;\textsuperscript{4} management deficiency resulting in low level of capacity utilisation; lack of prudent financial management and little propensity to innovate\textsuperscript{5}.

Peter Kilby\textsuperscript{6} observes that in Lagos, another African country, socio-cultural factors hinder the development of entrepreneurial characteristics. According to Peter Marris, African entrepreneurs have been able to reach great heights because of their ability to separate domestic matters from business matters. Development of contacts, widening the horizon of experience, and breaking the vicious circle of isolation can foster entrepreneurship in African countries, which are struggling to develop.

\begin{itemize}
\item Marris, Peter, The Social Barriers to African Entrepreneurship, Institute for Development Studies, University College, Nairobi, p. 11.
\item Harris, John. R., op.cit.
\item Kilby, Peter, Industrialisation in an Open Economy, Nigeria, University Press, Cambridge, 1969.
\end{itemize}
Yousif, A. Sayigh\textsuperscript{1} studied in 1956,207 Lebanese entrepreneurs engaged in manufacturing, agricultural, financial and service sectors. In Lebanon, Christians constituted a disproportionate share of innovating entrepreneurs. The major occupation of the entrepreneurs prior to their present activity was trade which together with industry comprised about two-thirds of their previous occupations. They viewed their own economic and social statuses as higher than those of their fathers. In a subsequent analysis\textsuperscript{2} of the Arab World made in the sixties, Sayigh stressed that through cultural values did pose some resistance to development, they were not as strong as they are believed to be by the sociologists.

Hoselitz's study of the French and British entrepreneurs gave prime importance to capital formation and work experience, among factors influencing entrepreneurship among them.\textsuperscript{3} The French entrepreneur is conservative, security-minded, valueing independence in preference to growth, cautious thrifty and Calvinist.

\textsuperscript{1} Yousif, A. Sayigh, Entrepreneurs of Lebanon: The Role of Business Leader in Developing Economy, Harvard University Press, Cambridge, 1962.


With reference to Indonesia, which had been under the occupation of the Dutch, Higgins notes that entrepreneurship developed on the Indonesian islands where the impact of Dutch destruction of entrepre-neural motives was not deep rooted. While Bilians had a ‘group focused image of change’, the Japanese has an ‘ego focused image of change’.¹

In another study of Indonesian entrepreneurs Kroef² considered the entrepreneurs in relation to the middle class of the country. He emphasised that the economic development of the country was impeded by political factors and he did not consider the religious or cultural factors as impediments to the entrepreneurial development in Indonesia.

Carroll,³ in his survey of 92 industrial entrepreneurs in the Philippines, a developed economy identified the causes for the entrepreneurs originating disproportionately from big cities. He also found that their culture contributed to entrepreneurial success. Further, he observed that there was a very impressive amount of mobility in the family of the entrepreneurs.

1 Higgins, Benjumin, Introduction to a symposium on Entrepreneurship and Labour Skills in Indonesian Economic Development, Yale University, South-East Asia Studies, New Havens, Conn., 1961.
Gustav Papanek,\textsuperscript{1} conducted in 1959 a survey of 250 industrial-industries in the different geographical regions of India during the seventeenth and eighteenth centuries.

Andrew Brimmer\textsuperscript{2} conducted an intensive and analytical study of the impact of the managing agency system on the setting of entrepre-neurship in India. In his study he explains the origin and growth of the system and indicates its contributions to economic development. He argues that the managing agency system of industrial organisation was the result of efforts by the British and Indian entrepreneurs to overcome the hardships caused by the lack of capital and business acumen. This system gave more scope for such scarce factors as finance and management but it led to extensive concentration of wealth in a few and malpractices.

Amlendu Guha\textsuperscript{3} reviews in his articles the growth of the Parsi business community, in particular in its transitional phase, over a period of 100 years till 1850. He holds that religion puritanism cannot considered as wholly responsible for the success of the Parsi entrepre-neurs. He believes that neither religion nor puritanism explains the achievement-orientation of the Parsis. Their interest in European forms of business organisation, exploration of new markets, business acumen and acquisition of a working


knowledge of the English language are major contributory factors to their commendable success in business and industry.

**Berna**\(^1\) conducted an indepth of 52 medium-scale manufacturing units engaged in light engineering production in and around the Madras and Coimbatore cities. His study purports to review the occupational and socio-economic background of a group of entrepreneurs, their origin, the Way in which they became entrepreneurs, and the hardships they faced in the establishment and development of their enterprises. This study, reveals that 85 per cent of the enterprises established as small-scale units were developed over the years into medium-scale units. He observes that many entrepreneurs have been diversifying production activity and shifting it into new lines of activity, but their performance in technological improvement has not been impressive. Dr. Berna feels that if a certain package of help in techniques of production process and management could be provided to the entrepreneurs, their performance could be considerably improved.

**Ramakrishnan**\(^2\) undertook a study of 94 small-scale units in urban Delhi, each employing five or more persons in 11 important industry groups, which mostly covered non-traditional items of manufacture. His study focused attention on the units which came into operation in 1965 or after, considering them as ‘new units’ and those who operated them as ‘new entrepreneurs’. Ramakrishnan has analysed in detail, the number of units in each group covered, the labour employed and its output, information relating to the

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entrepreneurs themselves, their socio-economic, educational and technical back-ground, their motivations and the results achieved by them, and the like.

Krishan Lal Sharma\(^1\) studied the entrepreneurial performance in role perspective in Uttar Pradesh, covering a sample of 100 small-scale units of Kanpur, Agra, Firozabad, Varanasi and Meerut. The study revealed that most of the entrepreneurs in Uttar Pradesh had a considerably higher degree of entrepreneurial orientation than entrepreneur-ial commitment and achievement. Sharma considered the entrepre-neurs, the Government officials concerned with entrepreneurial activities, the trade union leaders and secretaries of the employees' associations as prescribers of entrepreneurial roles, also termed as members of entrepreneurial role set.

Further, Sharma\(^2\) made an exploratory attempt to examine the inter-state patterns of entrepreneurial performance of Punjab and Uttar Pradesh. He observed that entrepreneurship relied much upon the prevailing entrepreneurial climate and interstate variations in the entrepreneurial milieu.

In a different study Sharma\(^3\), covered 245 small entrepreneurs from Punjab and Uttar Pradesh and evolved a model for entrepreneurial growth. In his model growth is envisaged as a process with four stages viz.,

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i) entry (into manufacturing unit)

ii) expansion,

iii) perception of stability (in business), and

iv) commitment to sustained growth.

R.A. Sharma\(^1\) conducted a study to evaluate the performance of promoters of 316 non-government manufacturing companies which were incorporated on or after April 1, 1947 in terms of entrepreneurial growth after Independence. The study identified and explained in detail the environmental factors affecting entrepreneurship, institutional finance and other resources of the entrepreneurs and locational mobility of entrepreneurs.

Gupta\(^2\) recently studied entrepreneurial performance of 60 small entrepreneurs, taking 20 each from Kanpur, Allahabad and Gorakhpur, in Uttar Pradesh. In his study he deals in detail with the essential qualities and functions of entrepreneurs, policy framework and support systems to develop entrepreneurship in the small sector. He makes recommendations for framing policies in future and outlines the role of the government in developing entrepreneurship in the small industry sector.


Singh\textsuperscript{1} made a study of 25 small units in Agra engaged in light engineering with the objective of analysing the socio-economic factors affecting the entrepreneurs, important motivational forces, and the impact of government assistance on entrepreneurship.

Bhatia\textsuperscript{2} examines in relation to the history and present situation, 50 small units located in Punjab. He studies the socio-economic background of the entrepreneurs, their attitudes towards industry, ways of entry in to industry and the problems faced at the time of establishing and building up their enterprise.

Three scholars, Moulik, Patel and Basu,\textsuperscript{3} made a study of 100 non-agricultural entrepreneurs drawn from a dozen villages of the Anand Taluka in Gujarat. They grouped these entrepreneurs under three broad categories of manufacturing, processing and trade or services, and found that the entrepreneurs of these groups needed three different sets of traits for their success.

Hazlehurst\textsuperscript{4} studied Ramnagar (a fictitious name for a town on India - Pakistan border) entrepreneurs and examined the impact of migration on the entrepreneurial structure and

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observed that the entrepreneurial continuity was augmented by the migrant entrepre-neurs and also that the refugee entrepreneurs proved to be more innovative than the local entrepreneurs.

The UNESCO Research Centre,\(^1\) in its study on a metal industry of Howrah in West Bengal observed that the industrial entrepreneurship sprang up gradually owing to a shift in the entrepreneurs from their traditional occupations to industry. This might have been due to their educational attainment which stimulated prospective entrepreneurs to come out with a resolve to succeed.

Rao and Sumithra\(^2\) identified some of the factors which stimulated and others which impeded the growth of entrepreneurship. They made an attempt to study the role of government policies and programmes in promoting entrepreneurship. They felt that, though the policies of the government in some cases foiled entrepreneurship, they played a positive role in most cases. They assessed this role in terms of the abilities of the entrepreneurs to increase their assets, to diversify their products and to widen their market.

In his study of entrepreneurial development in Marathwada, Deshpande\(^3\) has observed that backwardness of the Marath wada region is mainly due to a lack of prospective

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entrepreneurs in the region. According to him the policies of the government, the upper strata of society, social and political leadership, occupational background, family aspirations, and general infrastructure, are important factors which contribute to the development of entrepreneurship. His study also indicates that the emergence of entrepreneurship is not merely a psychological or socio-psychological phenomenon but it is also conditioned by the political milieu and the administrative system and the commitment to economic development.

Shetty\(^1\) has examined the role of ‘imitative’, as opposed to ‘innovative’ entrepreneur-managers in the newly industrialising countries. He points out that in the developing countries smaller firms mostly belong to private entrepreneurs. Taking Indian examples, he generalises that these smaller firms which are operated at the house-hold level have the advantage of nurturing the necessary entrepreneurial talents.

P.N. Singh's\(^2\) study based on some cases of successful entrepreneurs aims at identifying factors for success and for developing entrepreneurship for economic growth in a country. He examines the social values related to entrepreneurship, importance of entrepreneurship in economic development, governmental efforts to encourage entrepreneurs, factors influencing entrepreneurship, and suggest a model for entrepreneurial development.

Subramanian, Shivakumar and Palanisami\(^3\) conducted a modest survey of 150 small-scale entrepreneurs in the Madurai city and its environs, with a view to delineate the

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characteristics of entrepreneurs in small-scale industries in a particular locality, Madurai and its environs, and the influential factors of entrepreneurship.

Hadimani\(^1\) conducted a survey of 200 traditionally trading entrepreneurs belonging to the weaving and non-weaving castes, in the handloom industry of Mahantapur. His study indicates that caste attachment to the caste occupation was strong, but interestingly it promoted entrepreneurship in the case of the trading caste and hindered it in the case of the weaving caste. He is of the view that, this dual role of caste in entrepreneurship is mainly due to the presence or lack of several social, economic, political, educational and human resource factors.

Bisht and Sharma\(^2\) have studied the entrepreneurial planning and setting by surveying 150 entrepreneurs of the Faridabad district in Haryana. Their study entails a wide spectrum of a carefully planned investigative entrepreneurial dimensions involving entrepreneurial setting and some empirical evidences. The investigators find that in the modern setting the caste factor is not so important as the family factor, and that the inter-generational/intra generational influences are the dominant factors deciding the course of entrepreneurial history and its repetitive nature. An important finding of the study is that majority of the entrepreneurs surveyed have hardly any business or traditional background.

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Bhanushali\(^1\) has made a study of 125 light engineering industries of Kolhapur in the Maharashtra State, with particular reference to the economic, social, educational and occupational backgrounds of the entrepreneurs. He has also examined the organisational set-up, personnel production, finance, marketing and entrepreneurial creation on the basis of which the development of entrepreneurs’ personality is charted. He concludes that persons from the minority or marginal groups trained in the art of engineering and having long contact with engineering industry have better capabilities to achieve success.

Khanka\(^2\) studied 50 small-scale entrepreneurs in a notified backward region of the Kumaun division of Uttar Pradesh regarding the emergence, performance and problems of entrepreneurship. A guiding assumption of this study is that true display of the entrepreneurial role and attributes can be well seen only in the case of small-scale entrepreneurs. The study brings under its purview entrepreneurial setting, entry into entrepreneurship, financing of entrepreneurship, entrepreneurial performance and their problems. Khanka lays stress on the policy implications to provide liberal incentives and concessions to the entrepreneurs to encourage, promote and strengthen the small units in backward areas.

Two decades ago Gaikwad and Tripathy\(^3\) studied in detail the enterprises of the

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3 Gaikwad, V.R., and Tripathy, R.N., Socio-Psychological Factors In-. influencing Industrial Entrepreneurship in Rural Areas, National Institute of Community Development, Hyderabad, 1970.
well-known family of Mullapudi Harichandra Prasad in the West Godavari District. In addition they also examined the small entrepreneurs of the Tanuku region in the same district. For the main focus of their study, they selected ten other entrepreneurs who had started industries after 1947 and a purposive sample of 15 entrepreneurs in Trade. The study revealed that all the entrepreneurs were persons with initiative, drive, hard-work, resolved on success though the majority of them had hardly any technical or economic base, or political connections. One interesting finding of their study was that even after realising the scope for industrial development in the region, the traders of the area did not take to industrial entrepreneurship because, in their view, it required a large capital outlay, high managerial and organisational skills and technical knowledge. Moreover, they were not prepared to wait for returns as industries generally have a long gestation period.

The Small Industries Extension Training (SIET) Institute, Hyderabad\(^1\) conducted a survey of 61 small entrepreneurs situated in the twin cities of Hyderabad and Secunderbad, to investigate into the reasons which made them to start their units. The study revealed that “economic gains” was the most important reason for starting small industrial units, and “ambition”, “Social Prestige”, and “Social responsibility”, came next in order. Apart from this, “High demand” for the product perceived was the most encouraging factor. “Capital Shortages” and “Government red-tapism” were identified by the study as the most inimical factors. The study further revealed that younger age, formal education, urban background, experience in industry, high scores in levels of aspirations, risk taking and adoption propensity were some of the positively associated characteristics with entrepreneurship.

\(^1\) SIET, Socio-Psychological Factors Influencing and Adoption of the Innovation of Starting a Small Industry Unit, SIET Institute, Hyderabad 1974.
Nafziger\textsuperscript{1} conducted a study of 54 entrepreneurs of small-scale manufacturing enterprises in Visakhapatnam. He analysed extensively the distribution of entrepreneurs by caste and class (parental, economic and occupational status) in relation to the total population of the city, and related the performance of the entrepreneurs to their educational attainment, occupational background, managerial and entrepreneurial experience, initial capital, access to governmental assistance, and business success of the entrepreneurs. He used the value added of the firm and the income class of the entrepreneurs as the major indicators for business success. He arrived at two conclusions: Firstly, rich families succeeded as entrepreneurs due to education, work experience, access to capital and availability of government assistance. And secondly, the socio-economic status of businessmen was generally higher than that of the general population in the non-socialist countries.

Fifty one entrepreneurs of the Krishna and Guntur districts were studied by Lakshmana Rao\textsuperscript{2} with a view to finding out how far programmes and the policies of the government fostered industrial entrepreneurship. He was of the view that the government schemes did certainly give a boost to entrepreneurship in Andhra Pradesh.

Sarveswara Rao and Lakshmana Rao\textsuperscript{3} conducted a study of commercial and industrial

\textsuperscript{1} Nafziger, E.W., Class, Caste, and Entrepreneurship - A Study of Indian Industrialists, An East-West Centre, lie University, Press of Hawaii, Honolulu, 1978.

\textsuperscript{2} Lakshmana Rao, V., Industrial Entrepreneurship In India, Chugh Publication, Allahabad, 1986.

establishments in two areas of 'coastal Andhra Pradesh namely the Vijayawada - Guntur and the Visakhapatnam - Anakapalli areas. They focused attention on important socio-cultural variables like social community, regional origins, educational levels and family background as well as working of industrial and commercial enterprises. The study found that the average size of enterprises in the industrial estate was bigger than that of the enterprises outside the industrial estate.

Reddy and Murthy conducted a study of 18 entrepreneurs in the Industrial Estate in the Ananthapur district. Their study revealed that an entrepreneur's family and educational background did not contribute significantly to the success of the enterprise. The study suggested a strategy for the development of backward areas.

To study entrepreneurs operating in Indian Industrial estates, with special reference to those in the coastal regions of Andhra Pradesh, Gangadha Rao selected 87 entrepreneurs operating in 13 estates of Coastal Andhra Pradesh. It was his observation that educational and income levels were important factors in motivating entrepreneurship. He found that, money making was the major ambition of the entrepreneurs he surveyed. He came to the conclusion that the impact of industrial estates on the emergence of entrepreneurship in coastal Andhra Pradesh was marginal. Other and effective steps had to be taken at an accelerated pace germinate entrepreneurship.

Narasimha Murthy conducted a study to evaluate the growth of enterprises in

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Anakapalle and Gudivada, which are two small towns of Coastal Andhra Pradesh. On the basis of the entrepreneurial activities like farming, trading, manufacturing, profession etc., he sought to identify the socio-economic origins, to ascertain entrepreneurial process and promises, to analyse occupational and geographical mobility through generations and to high-light their problems. Murthy holds the view that the indian society is witnessing a slow and gradual but sure transformation and the seeds of entrepreneurship are sprouting even in the hitherto entrepreneurship social segments. He finds that the process of entrepreneurship has certainly accelerated.

The studies in the sphere of entrepreneurship surveyed hitherto appear to have focused attention on general aspects at the Macro level without covering any specific problems of entrepreneurship encountered in the backward districts of the nation. Moreover, these does not seen to be any research study so far which covers all the related aspects of entrepreneurship in the industrial sector in general and the small-scale sector in particular, especially in the notified industrially back-ward districts of the state. Hence, the justification for the Chittoor district, which is one such.

Some intensive and empirical studies of industrial entrepreneurs and merchant communities have been made by researchers. Among these studies, mention may be made of James J. Berna and L.W. Hazlehurst, who investigated the relationship between the caste system and entrepreneurs in Madras state, has discovered that sociological factors such as the caste system and traditional occupations are less important in determining entry into entrepreneurial endeavors as compared to economic factors, such as, access to capital, possession of business experience and technical knowledge. Hazlehurst, in his study on merchant caste in a Punjab city, has attempted to examine the effects of caste and kinship structures on the economy of the city. He has studied social and economic organization of the merchants in the city.
2.2. Entrepreneurship by Women

Generally, women in our country is considered to be a victim of neglect and discrimination and were not allowed to perform their due role in the economic or social life of the society. Recognising the injustice meted out to women in the past, the architects of our Constitution took special care, to guarantee equality of rights and opportunities for women in political and social fields and to specifically prohibit any discrimination particularly in matters of employment, wages and conditions of work.

Though women account for 50 percent of the total population of the world, they do not own even 1 percent of the world’s property. Their role and contribution in industrialization have remained unaccounted and unassessed. The lot and the position of women the world over has remained neglected. Their share in business and trade is very small. Though they represent half of humanity, their contribution to leadership and management is much less. According to a UN Report, women receive 25 percent less wages than men in spite of the law of equal wages for equal work. Time has come for women to come out of the drudgery of housework and give vent to their creativity and entrepreneurship. Political developments in India have also been responsible for determining the role of women in national development. It is an accepted fact that the role of woman in national development is a crucial one. Women have an important role to play in synthesizing social progress with economic growth of developing countries. Non-aligned and other developing countries have attached a great importance to ensure that women play their full role in the development process. The specific role of women in the economic efforts has not yet been clearly defined, but the need for “integrating of women into development” is being particularly felt by woman themselves. With the increase in the number of women getting educated, there is considerable awareness among women to be self-employed and gradually the role of women is changing in the society.
Women have all along participated in outdoor occupation, in the fields and taking part in agricultural activities in the farm tending to cattle and poultry. There have always been some professional working men, using their educational skills for being teachers, doctors, nurses, secretaries, hair-dressers, fashion designers, and the like. However, it was realized that they have had to play their role in the economic maintenance of the country. The reason for his change was increase in number of educated women and their desire for economic independence and attainment of a separate identity from tradition patterns. Women are engaged in non-traditional activities, which were at one time considered exclusively men’s domain. These activities relate to electrical equipments, readymade garments and hosiery products, services such as beauty parlours, blankets, printing work, crockery and fast food services, etc.

N.J. Usha Rao\(^1\), in her book, ‘Women in a Developing Society’ (1983) has tried to take stock of the existing positions of women in different regions. Where do our women stand in the great task of national development? What is the status of the Indian women in the social, economic, legal, educational, moral and political spheres? How far have our women progressed in their quest towards equal status and equal opportunity. Rao has particular interest in women belonging to the weaker sections. It is believed that her study would be useful to both governmental and non-governmental organizations engaged in plans and programmes for the development of the country.

Promilla Kapur\(^2\) in her book, ‘The Changing Status of the Working Women in India’

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1 S.K. Chandra - Development of Women Entrepreneurship in India, IIPA, New Delhi - Review of Literature - P.8.
(1974) has concentrated on women office workers and women in unusual professions and occupations. The book discusses the impact of a married women's employment on her marital and family relationships and identifies the factors affecting her marital harmony. The book is into two parts-first based on the findings of the empirical study dealing with changing attitudes of educated working women towards marriage and second discussing their status in theory and reality, along with trend of development in their status. It is an action-oriented study which suggests measures to improve the status of women and achieve marital harmony.

S.C. Jain \(^1\) in his book, *Women and Technology* (1985) discusses the role of science and technology in accelerating the process of socio-economic development. Though women add to the family income by carrying out economic activities in farm, factory and other organized and unorganized sectors most of the activities are full of drudgery. Appropriate technology for women and transfer of technology therefore are essential for enhancing the development of women. By giving a technological Repertory, technological utilization and raising a few fundamental issues concerning social constraints, he has produced a good book in the area of development activity.

A.S. Seetharamu \(^2\) in his book, *Women in Organized Movement* (1981) has chosen women belonging to professional organizations. As professional organizations are con-
sidered one of the strong forms of organized movements, an attempt has been made to study
the part played by women in the professional institutions and the factors influencing their
participation. The study was undertaken to bring out the constraints and problems women
face in their professional lives and, therefore, it is expected that this would enable them to
participate meaningfully in the professional organizations. The study has brought into focus
a rather disappointing picture of the participation of women in organized movements. It is
clear that women are not sufficiently motivated to participate in organized movements. A
study of the dynamics of such motivation may reveal further interesting details.

K.L. Sharma\(^1\) in his book, 'Entrepreneurial Performance in Role Perspective' (1975)
has tried to explore the emerging patterns of growth of entrepreneurs, their performance
and problems. As a result of government assistance in various forms, a large number of
entrepreneurs and their problems need healthy attention for healthy and sustained socio
economic growth of Indian society. The study has been conducted to tackle some theoretical
and methodological issues concerned with the analysis of entrepreneurial role of conformity
and to throw light on some applied aspects of entrepreneurial growth in the state of Uttar
Pradesh. The study has shown lack of response of entrepreneurs to the facilities made
available by the government. One may like to explore its reasons which lie either with the
incapacity of entrepreneurs, inadequate terms and conditions of the facilities and
ineffectiveness of the institutions providing the facilities and he personnel employed
therein.

\(^{1}\) Op. cit.
Lalitha Devi\textsuperscript{1} in her book, ‘\textit{Status and Employment of Women in India}’ (1982) has tried to show that employment per se as against age, education, family type, place of residence, plays a crucial role in raising the status of women. Employed women have more power and influence in the family and outside than unemployed women within the family, in the office and in the wider society. There is hidden potential of employment that contributes to the status of women.

H.S. Pareek\textsuperscript{2} in his book, ‘\textit{Financing of Small Industries in a Developing Economy}’ (1978) highlights the problems of small scale industries with particular reference to financial and brings home to the readers an analysis of the capital structure of 181 small scale units of different capital sizes belonging to various industrial groups. The study reviews the role of finance institutions and state agencies in extending credit to small scale industrial units and pin-points their attitude of indifference in catering the needs of the tiny units. The main thesis of the author is that the financial institutions have to attune their lending policies in consonance with the needs of the small-scale sector in general and the smaller among the small-scale in particular.

Ram K. Vepa\textsuperscript{3} in his book, ‘\textit{Small Industry Development Programme}’ (1983) covers the growth of small scale industries in India since adopting a policy to this effect in 1951. His book focuses on issues relating to policy, organizational structure, and international co-

\begin{footnotesize}
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\item \textsuperscript{1} Op. cit.
\item \textsuperscript{2} Op. cit.
\item \textsuperscript{3} Op. cit.
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operation while giving details regarding various programmes on small scale industry promotion and their linkage with other development programmes. Insight into development experience of this crucial sector of our national economy given in the book would interest policy makers and administrators in India as well as in other developing countries.

M.N. Srinivas\(^1\) in his paper, the ‘Changing Position of Indian Women’ (1976) has discussed the subject which is vast in nature and of bewildering complexity. He has restricted his discussions to Hindu women only. Feminine preoccupation with ritual provided Hindu women only. Feminine preoccupation with ritual provides Hindu women with power over men. Since the rituals are concerned with the welfare of the household and its members, men are appreciative of the fact that women are looking after an important area of family life.

Vimla Mehta\(^2\) in her book, ‘Attitude of Educated Women towards Social Issues’ (1979) has covered women teachers and students. She has made an attempt to draw a scientific research design to attitudinal study. The purpose was to measure conservatism-radicalism operating among women towards certain social issues such as family, social and cultural affairs, education, marriage, jobs and politics.

In Profiles of Female Poverty (1981) Leela Gulati\(^3\) has tried to put together life history

\(^1\) Op. cit.
\(^3\) Op. cit.
of five working women drawn from the lowest income groups in Kerala. The range of occupations covered includes an agricultural laborer, a brick worker, a fish vendor, a construction worker, and a coir worker. The author tries to focus the profiles to draw a comprehensive picture in a total day-to-day setting in which they work.

Maithreyi Krishna Raj in her study with regard to ‘approaches to self-reliance for women’ has given some urban models. She has made an attempt to assess some schemes to help low income women in Bombay from the point of view of their contribution to the development of self-reliance among women. She has given four cases namely of Mahila Arthik Vikas Maha Mandal Ltd., Indira Co-operative Bank, Stree Seva Sahakar Sangh Nijameet and Annaporna Mandal. The first assists in employment generation, the second is a credit supply scheme, the third is an industrial co-operative federation and the fourth is an association of self-employed women.

Kalpana Shah in her book, ‘Women’s Liberation and Voluntary Action’, has attempted to analyze the relationship between ideology, leadership and programmes of the women’s movement by focussing on the ways in which voluntary organization Akhil Hind Mahila Parishad organized its activities to achieve the objectives. The book examines the central issues of development of women’s consciousness in the context of the mobilization of middle class women. The author highlights the limits of the welfare programmes under-

taken by a middle class women’s movements and show how such movements unwittingly strengthen the traditional image of women and thus perform a very restricted role. The author highlights the relationship between ideological shifts and action-programmes in the women’s movement.

In a study, ‘Women Managers and Their Role in the Business Environment’ of Jamnalal Bajaj Institute of Management Studies, University of Bombay 1976, an effort has been made to study the social and business implications of women managers entering the business scheme in India. Women entrepreneurs have been covered in the study since they are managers at the highest levels of their organizations. The objectives of the study included level of job-satisfaction, acceptance by the managerial environment, effect of family responsibilities besides problems faced by women entrepreneurs.

In another study, Role of Women Managers in India of the same Institute (same year) again an effort was made to assess the extent of participation, acceptance by the managerial environment, effect of family responsibilities besides problems faced by women entrepreneurs.

The above review of literature in the area of entrepreneurship and women and development shows that prerequisites for the improvement of women’s position such as women’s awareness of their own situation, men’s understanding of women, the rationalization of domestic life, the raising level of education, economic stability, the organized activities of women are valid and important. Though the principle of equality between the sexes has
indeed been established, the women cannot enjoy it unless they make their financial position strong. Women entrepreneurs as a class are fighting towards reaching this goal. The first generation entrepreneurs will give an interesting picture of what problems they face and what efforts they make to combat them, what role the total environment plays in their effort and how future could be made more meaningful for them. To conclude, the motivational factors identified in the review of literature were used in the present study, to further examine the entrepreneurs in the post-globalisation era.