Chapter No. 7:

Conclusions and Suggestions.

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• Conclusions / Findings

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• Future Perspective.

• Benefits of Entrepreneurship to Rural Women.

• The changing future for women entrepreneurs in Marathwada region.

• Comments:
Education provides women with the knowledge and skills to contribute to and benefit from development efforts, especially in areas of health, nutrition, water, sanitation and environment. If the women both in rural and urban areas are illiterates, no advancement in the status and conditions of women is to be claimed. If education is given to rural women, it would more surely pass on to the next generation. Rural Women play a significant role in the family, which is the basic unit of society. As a companion and wife to her husband, a mother to her children she holds an emotional and social existence. It is the woman who is indirectly responsible for the nation’s progress and development.

The increasing number of girls enrolling in the school, college and university education is a healthy sign of progress of women’s education in India. Although the Government and voluntary organizations are doing their best to achieve the desired goals a great deal has to be done in the field of the education of women. The need is to effectively direct all possible efforts to educate them in the rural interests, so the societal development without eradicating illiteracy and ignorance from, our women side, we not think of becoming a developed nation by the mille of the 21st Century.
As education has spread and compulsions for earning have grown, more and more women have started to go out of the homes and opt an entrepreneurial career. The success of women entrepreneurs in the region and the recognition and status awarded to them by the society is an important factor inspiring the prospective entrepreneurs. It may be pointed out that rural women entrepreneurs have the capacity and potentiality to develop and control an enterprise of their own. The only prerequisite is, they should be given proper guidance and encouragement in the form the society.

Rural women play a vital role in farm and home system. She contributes substantially in the physical aspect of farming, livestock management, post harvest and allied activities. Her direct and indirect contribution at the farm and home level along with livestock management operations has not only helped to save but has also led to increase in family income. She performs various farm, livestock, post harvest and allied activities and possesses skills and indigenous knowledge in these areas. This is in spite of her being the socially suppressed, educationally at a disadvantageous position and having a little say in the decision making process due to lack of independent income source in hand. Present era of mechanization, easy and cheap availability of labour has led to availability of free time. Hence it becomes imperative to empower them technically so
as to cope with the changing times and productively use her free time and existing skills for setting and sustaining enterprises. This will not only generate income for the family but also improve the decision making capabilities of the rural women leading to overall empowerment.

Women self help groups are increasingly being used as tool for various developmental interventions. Credit and its delivery through self help groups have been taken as a means for empowerment of rural women. This integrated approach, whereby, credit is only an entry point, and an instrument to operationalize other aspects of group dynamics and management, also caters to the need for social intermediation of these groups. A self help group is conceived as a sustainable people’s institutions that provide the poor rural women with space and support necessary for them to take effective steps towards achieving greater control of their lives.

Entrepreneurship is the only solution to the growing employment among rural youth. It helps to generate employment for number of people within their own social system. This is more beneficial for women in rural areas as it enable them to add to the family income while taking care of their farm, home and livestock. Rural women possess abundant resources to take up an enterprise. She has the benefit of easy availability of farm and
livestock based raw material. Hence she can effectively undertake both production and processing oriented enterprises. But to be a successful entrepreneur, women should process certain fundamental qualities beside the support of the family and government organizations. Entrepreneurial development among rural women helps to enhance their person capabilities but also decision making status in the family and society as a whole.

The Government should evolve with new policies and various schemes for rural women, encouraging them to reap the business opportunities. Infact, ‘Prime Minister Rozgar Yojana’ of the Central Govt. was a successful step towards creating employment and income for rural people, especially for women similar and viable schemes of this nature should be announced by the governments so as to make the rural women to come out with new innovative ideas and practices, this will lead them to become good and enabled entrepreneurs.

- Conclusions / Findings:

The participation of rural women in the economic life of a country necessary for national building. Now the growth of women entrepreneurship has become socio-economic significance in India. By opening a large number of small / micro industrial ventures women entrepreneurs can
strengthen the industrial base, provide employment opportunities to another women and achieve balanced growth. Thus, emerging economic force of women entrepreneurs can contributes a lot to industrial development of the backward region. The conclusions / findings of the study are presented below.

- Women Entrepreneurship in Marathwada region is most underdeveloped. It is one of the causes of backwardness of this region in entrepreneurship area.
- Rural Women entrepreneurs from Marathwada region are security oriented rather than growth oriented.
- Some of the rural women entrepreneurs were successfully running their units independently yet surprisingly majority of the respondents opined that it is difficult for a woman to survive as entrepreneur if there is no help from their families.
- It is observed from study that gender discrimination is encountered at every stage of business development.
- Women’s hard work is generally responsible for the launch of entrepreneurial unit at village level and sustainability of the business.
- Many rural women become entrepreneurs out of economic necessity.
- A majority of women entrepreneurs (64 per cent) are married (Table No. 5.5).
• Unmarried women (24 per cent) face difficulties in getting financial support to launch their enterprises (Table No. 5.5).

• Many rural women entrepreneurs belong to the low income group (80 per cent) (Table No. 5.6).

• Only 20 per cent rural women entrepreneurs were living in Pucca house remaining are having semi pucca or hut (Table No. 5.6).

• A large number of rural women (72 per cent) with little or no education enter into business without undergoing any training. Most of these practicing women entrepreneurs lack vocational education (Table No. 5.9).

• Capital invested in the business was very limited hence profit margins in the enterprises are low (Table No. 5.8).

• Rural Women prefer stabilization of income and minimization of risk over maximization of income.

• In the field of technology women have made a conscious decision to set up technology based enterprises.

• The functionary of DIC of Marathwada region faced moderate problems due to inadequacy of staff, in financial matters and in arranging training programmes for women.

• Number of women in rural areas were not having the knowledge about Prime Minister Rozgar Yoajna for self employment.
• The emergence and development of Rural Women Entrepreneurship depends on a number of socio economic factors often termed as supporting conditions for the development of entrepreneurship. Age has been found to be one of the important factors associated with the success of entrepreneurs. It has been found that, at the time of starting the enterprise, the highest number of entrepreneurs were in the age group of 20-35 years. This shows that majority of entrepreneurs started their ventures relatively at an early age. It has also been found that the level of technical education, apprenticeship or previous job experience in the same line of activity helped the entrepreneurs to run their units smoothly and successfully (Table No. 5.4).

• Most of the entrepreneurs (42 per cent) were the members of Self Help Groups (Table No. 5.13).

• Among the subjective factors that served as the motive forces, it has been found in the study that, the two ambitions of creating employment opportunities to others and giving shape to their ideas / skills were important in motivating more than 80 percent of the entrepreneurs.

• Promotion of enterprises is not only a long process but also difficult phase of entrepreneurship. Entrepreneurs have to take crucial decisions at various stages. It has been found that successful
entrepreneurs devoted more than 12 hours per day to their enterprises. The support of family members and others was also found to be one of the important elements in the promotion of the enterprise.

- Most of the women in rural (52 per cent) areas are not aware of the facilities that are being extended by the Government, banks and NGOs to their development. Because of such ignorance, they are devoid of financial help and so they are not in a position to start any productive activities irrespective of their capabilities (Table No. 6.1).

- Lack of raw materials and infrastructural facilities is another important problem faced by women in their economic activities (Table No. 6.1).

- Rural women have low mobility, less scope for information seeking, hence less experience in marketing area.

- Most of the entrepreneurs did not avail of subsidies, incentives or concession provided by central or State Government either because of lack of knowledge about those facilities or they could not go through the procedures and formalities of different Government agencies. Although majority of the entrepreneurs reported their awareness of organizations such as MDIC, SIDBI, MSFC and their assistance programmes, quite a large number of them have no knowledge of the institutions such as SISI, SIDO, MCED, etc. This conveys the fact
that, there is lack of constructive participation of the promotional institutions in the development of small scale industries.

• The self employed rural women need assistance in marketing the products made by them. Credit loan support to them is also essential.

• It is also found in the study that the small scale entrepreneurs faced problems on different areas of business operations. It has been observed in the study that in case of majority of the units, facing the problems of delay in the supply of raw material, shortage of skilled labourers, and shortage of working capital lead to interruption in production process. The drawbacks in the managerial practices adopted by the small scale enterprises have also contributed for a few operational problems.

• Marketing management is yet another area of importance which ultimately determines the survival of units. In this regard, it has been observed that marketing operations was not a systematic and scientific as it was expected to be. The presence of many competitors, lack of standardized products, lack of demand etc. were the main factors affecting the performance of the units.

• Capital was another important constraint for many entrepreneurs. Hence, they approached different financial institutions like Banks, MSFCs, etc. inspite of high interest rates and requirement of collateral
security. Some enterprises were found to be experiencing significant rate of labour turnover and absenteeism due to inadequate wages, lack of social welfare measures and uncongenial work environment.

- The main objective of the PMRY scheme is to attract the educated unemployed youth towards self employment by providing gainful employment. It can be observed that this scheme is useful for rural women for newly entrance in entrepreneurship area (*16.24 per cent to total sanctioned*). In this context the beneficiaries felt that it is most useful to attract the educated unemployed women with financial packages by the bank. Further, beneficiaries felt that they not only became self employed but were also creating employment opportunities to others (*Table No. 4.7 to 4.15*).

The growth of women entrepreneurs is slow in Marathwada region and in the case of rural women entrepreneurs; it is very slow and even negligible due to various constraints. The existence of these constraints affects the emergence of women entrepreneurs. In a Marathwada region, if effective and concrete steps are taken to overcome the constraints encountered by women entrepreneurs, more women can be brought into the entrepreneur arena. Further, huge employment opportunities can also be generated among the rural women and the poverty can be eradicated among the rural masses.
Suggestions / Recommendations:

The following suggestions are given in order to overcome the constraints of rural women entrepreneurs in Marathwada region and to elevate the socio-economic status of women, which in turn will lead to the economic growth and overall development of the region as well as nation.

- Now-a-days women enter not only in selected professions but also in professions like trade, industry, services, engineering etc. Women are also willing to take up business and contribute to the Nation's growth. There role is also being recognized and steps are being taken to promote women entrepreneurship. Resurgence of entrepreneurship is the need of the hour. Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

- Awakening of rural women to the possibilities of the easily accessible micro-enterprises is the foremost task. The government, semi-government and non government organizations should create awareness among the most productive age group of rural women. The media can be effectively put to use for the purpose.
• Psychological stimulation is the prerequisite for putting any idea virtually into action. For proper motivation of rural women, the economic, social and health benefits of various possible enterprises should be highlighted. The use of farm visits, video film shows, dramas, puppet shows, group meeting etc. will help in motivating the potential group.

• After awakening and motivating the next step in development and success of an enterprise is the acquisition of knowledge and skill upgradation and polishing of existing knowledge and skills in production, processing, packaging and marketing techniques are the basic requirements. It is also emphasized the need of value addition as it ensures high premium to the producer.

• It is stated that India ranks second in food production but only two percent of the produce is processed. In addition to this, knowledge regarding accessibility to loans, various funding agencies, procedures regarding certification etc. should be provided. Lectures, printed material, discussions, institutional and non institutional skill trainings for imparting first hand technical knowledge in production, processing, procurement and management should be provided to rural women who are interested or already engaged in various enterprises.
• Constant follow-up should be ensured for the sustainability of micro-enterprises. During this phase various constraints such as personal, social, economic, marketing etc. faced by rural entrepreneurs should be addressed. Possible help in the form of knowledge, technical skills and inputs should be provided to enable them to solve their problems.

• Literacy level of rural women should be enhanced. *(Table No. 5.3)*

• With a view to provide proper working space to the rural women entrepreneurs it is suggested that plots, sheds should be reserved for deserving them *(Table No.5.22)*.

• To generate employment among women and to encourage rural women entrepreneurship, the Government will reserve 33 per cent of industrial sheds, development plots in Industrial Area for women.

• State Government should introduce a package of schemes exclusively for the promotion of women entrepreneurs in the State. In order to promote the rural women entrepreneurship, the government should come forward to give more subsidies to rural women entrepreneurs. By realizing the worsening status of women in the down trodden communities, a special package of schemes should be introduced to increase their share in the entrepreneurs in the backward region.
• State Government should encourage private training institution involved in rural women entrepreneurs’ development by offering incentives.

• State Government should improve publicity regarding the incentives / concessions and organize more awareness programme to rural women entrepreneurs through various media.

• As women entrepreneurs have to face sever marketing problems, they should be taken into consideration by the Government and steps should be taken to solve them. Markets (Food Products, Agro based, Dairy, Poultry, etc.) should be developed in rural and semi urban areas so that rural women entrepreneurs can sell them easily in the nearest markets. For this purpose more and more fares and exhibitions should be arranged.

• Shouldering the dual responsibilities of an entrepreneur and a homemaker can be effectively undertaken by a women entrepreneur through better time management. The members of the family can also be involved in the business, which will help in sharing the burden of entrepreneurial work.

• To overcome the resistance from members of the family at the time of setting up of their venture, prospective rural women entrepreneurs are
advised to maintain their cool and persistently convince them, without confronting them, regarding the benefits of setting up of an enterprise.

- The women require having a strong will power under the circumstances. The inflow of money will eventually solve this problem.
- Improving the opportunities for education, health, employment and property rights.
- Efforts should be made to locate entrepreneurial potentialities amongst rural housewives and opportunities should be provided to them.
- In order to induce more rural women entrepreneurs to set up their own industries it is essential that the Government should extend concessions that are provided to the weaker sections.
- Government’s programe of self employment for rural women in the form of credit, training, infrastructure, marketing and machinery has to be necessarily flexible, liberal and imaginative. The nationalized banks, financial institutions should participate in these ventures with a sense of dedication and a spirit of national uplift work and not as money lenders.
• The ceiling on loan amount of PMRY may be increased to Rs. 3 lakh in the case of Industry and Rs. 2 Lakh in the case of service and Trade sector from current limit of Rs. 2 lakh and 1 Lakh respectively.

• For marketing her products, a rural woman entrepreneur must establish her credibility in terms of quality and competitiveness of product or service. She should acquire relevant techniques and skills to win customer’s loyalty.

• Advertisement is considered as one of the important instruments for promotion of sale. So advertisement must be taken into account for the expansion of horizon of sales of the products and services.

• The women entrepreneurs can tackle the problem of lack of proper publicity / advertisement of their products on account of limited availability of finance by looking, for cheaper alternatives like cable T.V., Pamphlets / leaflets, Slides in cinema theatres, putting up banners at strategic locations or in weekly Bazars, Yatras, etc.

• At district level, a separate organization can be formed so as to take into all aspects of women entrepreneurship development. This organization can help rural women entrepreneurs in fulfilling their requirements of financial assistance, marketing aid, obtaining subsidies, concessions, technical know-how, raw material assistance,
conduct of market surveys to assess feasibility, counseling, follow up
guidance etc.

• A marketing consortium may be constituted by government for rural
area. The constitution of the consortium should provide to include
only small women entrepreneurs as its members and its services
should be meant exclusively for the member units.

• Rural Women’s Industrial Training Centers could be developed at the
district level to introduce new skills for new occupations.

• Training programs may be designed specifically for women in
Information Technology so as to have a deep insight into the
technology.

• Big industrialists should explore possibilities for giving licenses to
start ancillary productive units in rural areas and utilize the existing
skills of the women folk to advantage.

• It is suggested that the women entrepreneurs should keep themselves
abreast with the latest development in their respective fields by
regularly attending training programmes and reading relevant
literature.

• It is suggested that the rural women entrepreneurs should acquire
relevant training in technology and in details of their plant and
Machinery. They should be aware of the functioning of machines so that it is not dispensing to them.

- Workshop and seminars should be organized frequently in rural areas by financial and support agencies and for women entrepreneurs to make their relations more cordial.

- It has been observed that there is a tendency to project a higher value of sales, production, and profits in project reports to impress the bankers. Such a project profile is not appropriate from a financial management point of view. So, rural women entrepreneurs need to undertake training in various aspects of financial management to understand its finer implications.

- Banks and financial institutions must maintain a minimum target of loan to be disbursed to rural women entrepreneurs. Collateral security should be dispensed with in the case of women entrepreneurs because many women hardly have any property or other assets in their name to keep as guarantee.

- Banks are not following the proper criteria in extending credit facilities to benefit the poorest of the poor. Banks should identify the areas where rural women’s employment and income is low and special agencies may be set up for extending credit facilities to the SHGs in such areas.
• Group entrepreneurship is a viable option for the weaker sections of the society and it helps rural woman to overcome their poverty.

• Rural women should come together and form themselves into Self Help groups and make use of micro-credit efficiently.

• Another suggestion put forward was that a rural women entrepreneur should prefer employing more number of women workers in her enterprise.

• To hand over all ration shops, petrol pump, agro products shop in rural areas to women’s self help groups. This is very important step for empowering rural women.

• To set up Rural Women’s Economic Development Corporation to give loans to poor rural women entrepreneurs.

• Increase the ability of rural women to participate in the entrepreneurial activities by arranging various entrepreneurial development programs.

• The creation of government offices of women’s business ownership is one way to facilitate this. Such offices could have programme responsibilities such as providing women’s business centers, organizing information seminars and meetings and/or providing web-based information to those women that are already active as entrepreneurs. Women, who are already entrepreneurs, have important
insights into the changes needed to improve women’s entrepreneurship. Their voices need to be heard both because of their knowledge, but also because such policy actions also indicate that they represent a valuable and legitimate group of entrepreneurs.

- Incorporate a women's entrepreneurial dimension in the formation of all SME-related policies. This can be done by ensuring that the impact on rural women's entrepreneurship is taken into account at the design stage.

- Promote the development of rural women entrepreneurs’ network. These are major sources of knowledge about women’s entrepreneurship and valuable tools for its development and promotion. Co-operation and partnerships between national and international networks can facilitate entrepreneurial endeavors by women in a global economy.

- Periodically evaluate the impact of any SME-related policies on the success of women-owned businesses and the extent to which such businesses take advantage of them. The objective should be to identify ways to improve the effectiveness of those that should be retained.

- Improve the factual and analytical underpinnings of our understanding of the role of women entrepreneurs in the economy. This requires strengthening the statistical basis for carrying out gender-related
cross-country comparative analyses and longitudinal studies of the impact of important developments and policies.

- Improved wage rates, especially for women, improvement in agricultural productivity, development of non farm employment in rural areas, investment in rural infrastructure are the hope for pulling rural women up.

- Since, the markets are highly dynamic and for the growth and sustainability of micro enterprises, the entrepreneurs must be able to understand the behaviour of markets and respond appropriately to the challenges of competition. Micro enterprise promotion among women requires comprehension of market dynamics also in addition to innovations and creativity.

- Focus special efforts on rural women since more women in rural areas are illiterate.

- Rural women should be educated to organize themselves and become involved in rural and co-operative movement which would enhance their access to facilities such as raw materials, credit and markets for income generating activities.

- Encourage Women’s Groups to run literacy programmes especially in rural areas since literacy in slums has improved due to the involvement of NGOs.
• Identify local solutions to retain girls in education since free education and free transport to schools has attracted them in increasing numbers.

• Conduct field research to estimate if free educations have improved the schooling of girls and if so, by what extent.

• Strengthen by training the role of women in Panchayat Raj since, despite familial and societal constraints; they are already beginning to decide on important developmental issues of their villages.

• Agro processing industry should be encouraged in rural areas as it gives multiple employment opportunities to rural women.

• Rural women can be engaged in dairying, poultry, agriculture, sericulture, agro-forestry, bio-mass, Bee keeping has to be developed on scientific lines areas can be given priority for rural women entrepreneurs.

• Development of poultry, Fisheries and Mushroom etc. are to be encouraged to new entrance in the field of entrepreneurship.

• Dairy enterprise has been regarded as an important instrument of economic and social change to supplement the income and employment to the rural sector in general and rural women in particular.

• The Government should construct cottage industry or work shed in rural areas for starting economic activities for women.
• The Government should lend a helping hand in the form of providing raw materials and marketing facilities to the women entrepreneurs in order to avoid the problem of procurement and brokers and middle men.

• Women should be provided with infrastructure facilities like supply of water, gas stove, and electricity so that they need not waste time and energy for their domestic works and concentrate more on income generating schemes.

• The Government and NGOs should encourage to rural women for starting for agro based activities in rural area.

• Entrepreneurial Awareness Camps need to be conducted in rural areas with a view to making rural women aware of their hidden entrepreneurial capabilities.

• Most of the entrepreneurs are borrowing money for entrepreneurial activity from money lenders at a higher rate of interest. This is because of the fact that they feel banks is not approachable to them and their formalities are very lengthy. Therefore, financial institutions should take steps to attracts the women entrepreneurs and make their schemes and services entrepreneurship friendly.

• Financial institutions can provide better access to their services to rural women entrepreneurs by making use of existing delivery outlets
like rural post offices, retail shops, schools and hospitals or through shared offices with other financial institutions. Mobile banking facility can also be considered to get better access in remote areas.

- Women entrepreneurs in rural areas are suggested that read about famous successful women entrepreneurs achievements.

- Considering the need for rural women to join the mainstream in social development, today’s planners, administrators, trainers and employers should take care of the long range need for development of women and should plan and develop programmes which will ensure apart from an effective training, continued self-employment and thereby a better standard of living, especially in the rural area.

- NGOs who have direct contact and influence on rural people should play a vital role in shaping and guiding them in running an enterprise.

- Government should take necessary step to ensure timely availability of power in rural areas.

The rural women entrepreneurs are taking up challenging entrepreneurial activities. In rural areas large amount of potential, remain untapped due to lack of supportive means and management. The constraint they face is basically related to finance, which must be removed by attending, immediately by authorities concerned. Proper entrepreneurial skill and
marketing talent are to be given to the rural women entrepreneurs through proper training programmes for carrying entrepreneurial activities. If they are given proper education and awareness about entrepreneurial activities they will become an important source for the economic development of the region.

- **Future Perspective:**

  Entrepreneurship as in the past will determine technical innovations, status of social institutions and political management systems. On the basis of these factors, we can expect the future to be a place where basic needs will remain and only the wants will change. India will overcome the barriers of infrastructure; we will also visualize a strong manufacturing and agricultural sector.

  The women folk can easily be considered as backbone of any nation and better half of the men in almost all spheres of community development, of which India is not an exception. Rural women, who constitute about 49% of total population, play an active role in all spheres of economic life and contribute richly towards national income.
Entrepreneurs will be in demand, as only they will be equipped to find order in chaos. The focus of entrepreneurial energy will shift from achieving volume sales to fulfill a specific requirement. Governance will become more transparent and will be willing to accept changes necessary for growth and development. More autonomy will become the basis of all issues.

The future will see Entrepreneurship as the key driver of economic development. Technological obsolescence will become order of the day and there will be more space for leisure. New businesses will be credited with providing variety of new jobs in the economy. New and small business will also develop more than their share of product and service innovation. At one end we will see the technological upheavals in quick succession and on the other end there will be social value systems and cultural issues undergoing slow but dynamic transformations.

There are ample opportunities in small businesses in Marathwada region and such opportunities will transform the region in the coming future. For such transformation to happen there needs to be support both at the governmental and societal level. For the government it is important to realize that the goal of small business owners will be to remain self-
employed. Such people may not need financial assistance but they will need marketing and legal assistance in order to sustain themselves. Practical and cost effective programs need to be developed to address their needs because self-employed people will represent an important segment in economic revitalization. Entrepreneurship development is the key factor to fight against unemployment, poverty and to prepare ourselves for globalization in order to achieve overall economic progress.

Development of the society is directly related with the income generation capacity of its members. With agriculture as the key income generation activity the entrepreneurship based on farm and home can directly affect the income of a major chunk of our population. The growth of modernization processes such as industrialization, technical change; urbanization and migration further encourage it. Entrepreneurship in small scale is the solution to the problems of unemployment and proper utilization of both human and non human resources and improving the living conditions of the poor masses in rural area.

The modern trend shows that rural women join hands in enhancing the income of the family. In turn it also changes their personality and living standards. In the advanced countries like USA, women won 25 percent of all
business, in Canada 1/3rd of small business are owned by women and in France, it is 1/5. In UK the number of self-employed women has increased three fold as fast as the number of self-employed men. In India the self-employed women account for only 5.2% of the self-employment persons in the countries. Majority of them are engaged in the recognized sector like agriculture, handicrafts, handlooms and cottage based industries.

Entrepreneurs are well known to live in the future and the future is uncertain and predictable to some extent. A circumstance always forces the entrepreneurs to play the safe game and to stay at the top and to be the agents of change. Traditional activities and jobs are being revolutionized as the ever changing economy demands all these changes periodically. The emergence and popularity of electronic commerce as a medium of exchange signifies the importance of this information age. E-Commerce businesses will also help greatly in this regard. The fast changes of the technology focus all the economies to have thorough changes and reshaping their society economically, commercially and socially for the days to come.

- **Benefits of Entrepreneurship to Rural Women:**

  Empowering women particularly rural women is a challenge. Micro-enterprises in rural area can help to meet this challenge. Micro-enterprises not only enhance national productivity, generate employment but also help
to develop economic independence, personal and social capabilities among rural women. Following are some of the personal and social capabilities which are developed as a result of taking up enterprise among rural women:

- Economic empowerment.
- Improved standard of living.
- Self confidence.
- Enhanced awareness.
- Improvement in decision making status.
- Sense of achievement.
- Increased social interaction.
- Improvement in leadership quality.

- The changing future for women entrepreneurs in Marathwada region:

The following factors will consider by rural women entrepreneurs positively and go ahead with entrepreneurial activities the way is hard and full of obstacles but definitely future will in your hands.

- Wider opportunities in rural areas.
• Greater scope in service sector and food product industries.

• Positive cultural changes among the society.

• Better training and development opportunities.

• Ample loans and finance facilities.

• Skilled and qualified man power availability.

• Better family support.

• Improvement in standard of living.

• Increasing in spending capacities.

• Advancement in marketing activities.

• Development on distribution channels.