Chapter – V

Summary of the Findings and Suggestions
SUMMARY OF THE FINDINGS AND SUGGESTIONS

INTRODUCTION

Women are trying their level best to attain quality of opportunity in various ways, which are different over the time and among societies. Women entrepreneurship enables to pool the small capital resources and skills available with women. It paves the way for fuller utilization of capital and mobilizes the female human potential. It gives psychological satisfaction or relief to the educated women and provides a sense of achievement and a separate enhanced identity in society. Entrepreneurship can help women's economic independence and improve their social status giving rise to women empowerment. Women have started proving themselves in many fields and participation in entrepreneurial activities has increased by leaps and bounds. Women entrepreneurs are emerging as smart and dynamic entrepreneurs.

A study on the women empowerment through entrepreneurship who had established micro-enterprises became relevant in the context of importance given by the policy makers, financial institutions, self-help groups. National experiments conducted by the leading voluntary, government and non-governmental organizations in establishing such micro-enterprises had demonstrated a positive impact on the status of women.

The survey conducted in Tirupati region of Chittoor district who established micro-enterprises revealed much useful information and on that basis the following findings and suggestions are being made.
FINDINGS

The study was an attempt to understand the impact of micro-enterprises on the quality of life of the sample respondents, which is measured in terms of their standard of living. The following are the findings of the sample respondents.

5.1 Socio-Economic Conditions of the Sample Respondents

It was necessary to get an impression about the socio-economic conditions of the 265 sample respondents so as to examine the factors that led to the success of their micro-enterprises.

5.1.1 Religion-Wise Distribution of the Sample Respondents

It was evident that out of the 265 sample respondents, 163 (62 per cent) sample respondents belonged to Hindu religion, 87 (33 per cent) sample respondents belonged to Muslims religion and 15 (5 per cent) sample respondents belonged to Christian religion.

5.1.2 Age-Wise Distribution of the Sample Respondents

The survey revealed that out of the 265 sample respondents, a majority of 159 (60 per cent) sample respondents were found in the age group of 26-40 years, it was also observed that 87 (33 per cent) sample respondents were found in the age group of 40 above years and 19 (7 per cent) sample respondents were found in the age group of below 25 years.

5.1.3 Education Background of the Sample Respondents

A cursory glance revealed that out of the 265 sample respondents, 74 (28 per cent) sample respondents were illiterate, 72 (27 per cent) sample respondents had studied upto 6-12\textsuperscript{th} standard, 64 (24 per cent) sample respondents had education of 1-5\textsuperscript{th} standard, 31 (12 per cent) sample
respondents had graduation and 24 (9 per cent) sample respondents had completed their diploma course.

5.1.4 Marital Status of the Sample Respondents

It is clear that out of the 265 sample respondents, most of 189 (71 per cent) sample respondents were married, involved in income-generating activity (micro-enterprises), 50 (19 per cent) widow sample respondents were actively involved in micro-enterprises to lead an independent life and 26 (10 per cent) sample respondents were unmarried.

5.1.5 Type of Family of the Sample Respondents

The data revealed that out of the 265 sample respondents, 160 (60 per cent) sample respondents were in nuclear family, the joint family concept was disappearing slowly or losing its importance, as such joint family constituted 105 (40 per cent) of the sample respondents.

5.1.6 Income Details of the Sample Respondents

From a glance at the income position of the 265 sample respondents, it was clear that 76 (28 per cent) sample respondents were in the income level of Rs.2001-2500, 71 (27 per cent) sample respondents were inbetween Rs.2501-3000, 60(23 per cent) sample respondents were in the income level of upto Rs.2000 and 58 (22 per cent) it was noticed that their income level was above Rs.3000.

5.1.7 Saving Details of the Sample Respondents

With regard to saving attitude of the 265 sample respondents, 160 (60 per cent) sample respondents had an attitude of saving from their income after they joined the SHGs, 87 (33 per cent) sample respondents had the habit of saving before they joined SHGS, and 18 (7 Per cent) sample respondents said that they came to know about saving attitude after seeking help from others.
5.2 Entrepreneurial activity taken-up by the Sample Respondents

The nature and type of entrepreneurial activity taken up by sample respondents was considered to be an important variable examined under the study.

5.2.1 Nature of Micro-Enterprises of the Sample Respondents

A perusal of the data indicates that out of the 265 sample respondents, a majority of the 109 (41 per cent) sample respondents were having trading enterprises, followed by 82 (31 per cent) sample respondents having service enterprises and relatively 74 (28 per cent) sample respondents were having manufacturing enterprises.

5.2.2. Ownership of Micro-Enterprises of the Sample Respondents

It is clear that out of the 265 sample respondents, 127 (48 per cent) sample respondents were the sole traders of their business, 89 (34 per cent) sample respondents had preferred only family ownership and relatively 49 (18 per cent) sample respondents had chosen to venture into partnership business activity.

5.2.3. Reasons for Success of Micro-Enterprises of the Sample Respondents

The survey revealed that out of the 265 sample respondents, 95 (36 per cent) sample respondents felt that their self-confidence was responsible for their success, 72 (27 per cent) sample respondents attributed their success to their rich experience in marketing skills, 50 (19 per cent) sample respondents felt that a team work among the members led them to success, and 48 (18 per cent) sample respondents felt that their total involvement was the reason for their success.
5.2.4. Factors which Helped the Sample Respondents to Become an Entrepreneur

It was considered interesting to explore the factors which helped the 265 sample respondents to become entrepreneurs. 107 (40 per cent) sample respondents became entrepreneurs through training / experience, 78 (30 per cent) sample respondents took help from other entrepreneurs to become entrepreneurs, 38 (14 per cent) sample respondents were having information about trade to start the enterprises, 18 (7 per cent) sample respondents became entrepreneurs through technical knowledge, 17 (6 per cent) sample respondents became entrepreneurs through education and 7 (3 per cent) sample respondents became entrepreneurs through professional experience.

5.2.5 Sources of Financial Assistance of the Sample Respondents

It was considered important to examine the sources from which the entrepreneurs raised their finance for initial capital investment. A bird’s eye view of the 265 sample respondents revealed, 125 (47 per cent) sample respondents had taken financial assistance from the self-helps groups to start micro-enterprises, 72 (27 per cent) sample respondents had made their own investment to start micro-enterprises and 68 (26 per cent) sample respondents had obtained financial assistance from the commercial banks.

5.2.6 Commercial Banks that Assisted the Sample Respondents

The survey revealed that out of the 265 sample respondents, 72 sample respondents started their micro-enterprises with their own investment, so remaining 193 sample respondents started micro-enterprises with the financial assistance of Commercial Banks. A glance revealed that out of the 193 sample respondents, 54 (28 per cent) sample respondents had taken financial assistance from Andhra Bank, 39 (20 per cent) sample respondents had availed loans from Canara Bank, 36 (19 per cent) sample respondents had sought loans from
Sapthagiri Grameena Bank, 33 (17 per cent) sample respondents took financial assistance from State Bank of India and 31 (16 per cent) sample respondents has obtained loans from Syndicate Bank to start their micro-enterprises.

5.2.7 Initial Investment of the Sample Respondents

The 265 sample respondents were asked how much capital they had invested at the initial phase of their enterprises, the responses showed that majority of 191 (72 per cent) sample respondents had made an initial investment in the range of Rs.10,000 to Rs.50,000, both inclusive and over 74 (28 per cent) sample respondents had an initial investment ranging from Rs.50,001 to Rs.1,00,000, both inclusive to start their micro-enterprises.

5.2.8 Motivating Factors of the Sample Respondents to Start the Micro-Enterprises

It is evident that out of the 265 sample respondents 83 (31 per cent) sample respondents had stated that to earn money motivated them to enter into entrepreneurial activity, 54 (20 per cent) sample respondents had started to lead an independent life, 48 (18 per cent) sample respondents stated that unemployment was the motivation to start the enterprises, 41 (16 per cent) sample respondents had stated their enterprises to achieve something in life and 39 (15 per cent) sample respondents had started their enterprises to fulfil the desires of the family.

5.2.9 Reasons for Selecting Micro-Enterprises Activity by the Sample Respondents

There were several reasons for identifying and selecting micro-enterprises activity. The survey revealed that out of the 265 sample respondents, 83 (31 per cent) sample respondents found a reason to enter easily into enterprises activity, 82 (31 per cent) sample respondents thought that there was a higher profit margin, with the advice of family members 43 (16 per cent)
sample respondents selected micro-enterprises activity, 34 (13 per cent) sample respondents found reason that there was no/low competition to start micro-enterprises and 23 (9 per cent) sample respondents selected micro-enterprises activity because they were related to their profession.

5.2.10 Selling Strategy of the Sample Respondents

The survey revealed that out of the 265 sample respondents, 25 and 23 of sample respondents were running beauty parlours and tailoring respectively, so there was no selling strategy among these sample respondents. The remaining 217 sample respondents were adopting selling strategies.

It was clear that out of the 217 sample respondents, 85 (39 per cent) sample respondents had sold their products through direct selling, 71 (33 per cent) sample respondents had marketed their products through wholesale market and 61 (28 per cent) sample respondents had sold their products through local shops.

5.2.11 Marketing Strategy of the Sample Respondents

A glance at the 265 sample respondents revealed that 87 (33 per cent) sample respondents focused on customers as a marketing strategy, 67 (25 per cent) sample respondents focused on quality of their products and also 67 (25 per cent) sample respondents focused on competition as a marketing strategy and 44 (17 per cent) sample respondents focused on prices of their products as a marketing strategy.

5.2.12 Product Pricing Method Followed by the Sample Respondents

Product pricing method followed by the 265 sample respondents has been presented to show that 92 (35 per cent) sample respondents followed cost plus pricing method to sell their products, 91 (34 per cent) sample respondents followed the pricing method according to market situation and 82 (31 per cent) sample respondents followed going rate pricing method to sell their products.
5.2.13 Social Status of the Sample Respondents

A bird’s eye view of the social status of the 265 sample respondents revealed that a majority of 145 (55 per cent) sample respondents felt that they were recognized by their relatives, 76 (29 per cent) sample respondents felt that they were recognized by their neighbours and 44 (16 per cent) sample respondents felt that they were recognized by their own family members.

5.2.14 Impact on the Sample Respondents after Joining the Self-Help Groups

The savings had made a significant impact on the 265 sample respondents after joining the self-help groups. It was clear that 152 (57 per cent) sample respondents felt that the group savings had a positive impact on family economic status, 57 (22 per cent) sample respondents felt that it contributed to social improvement and 56 (21 per cent) sample respondents felt that joining the self-help groups had been their higher ambition.

5.3 Impact of Success of Micro-Enterprises of the Sample Respondents

An important aspect of the study was to understand the perception of the 265 sample respondents about the most important achievements arising out of their entrepreneurial activity,

5.3.1 Status of House of the Sample Respondents

A cursory glance at data, after starting the micro-enterprises revealed that, 172 sample respondents were in own houses and 93 sample respondents were in rented houses. To test the impact of the success in status of house, \( \chi^2 \) calculated value was 66.90, which disclosed a significant change in the status of the house of sample respondents.
5.3.2 Changes in Houses that Sample Respondents Effected After Starting Micro-Enterprises

It was evident from the survey that after starting the micro-enterprises, 170 sample respondents were living in tiled houses and 95 sample respondents was living in pucca house. To test the impact of success, $\chi^2$ calculated value is 58.60 which disclosed a significant change in houses of the sample respondents.

5.3.3 Positive Thinking in Education of the Sample Respondents

The survey reveals that after starting the micro-enterprises, 207 sample respondents were having positive thinking in education and 58 sample respondents were not having positive thinking in education. To test the impact of success, $\chi^2$ calculated value was 106.54, which disclosed a significant change of positive thinking in education.

5.3.4 Health Talks Among Family Members of the Samples Respondents

The data pointed out that after starting the micro-enterprises, 226 sample respondents were having health talks among their family members and 39 sample respondents were not having health talks among their family members. To test the impact of success of sample respondents, $\chi^2$ calculated value was 188.44, which disclosed a significant change in health talks among family members of the sample respondents.

5.3.5 Habit of Sending Children to School by the Sample Respondents

It was clear that after starting the micro-enterprises, 216 sample respondents were having the habit of sending their children to school and 49 sample respondents were not having the habit of sending their children to school. To test the impact of success of sample respondents, $\chi^2$ calculated
value was 190.96 which disclosed a significant change in the habit of sending their children to school by the sample respondents.

5.3.6 Changes in the Possession of Entertainment Equipment of the Sample Respondents

A glance at after starting the micro-enterprises revealed, 214 sample respondents were having televisions and 51 sample respondents were having radios. To test the impact of success of sample respondents, $\chi^2$ calculated value was 108.22 which disclosed a significant change in the possession of entertainment equipment.

5.3.7 Usage of Cooking Devices by the Sample Respondents

The survey revealed that after starting the micro-enterprises, 164 sample respondents were using gas stoves, 57 respondents were using kerosene stoves and 44 sample respondents were using firewood for their cooking. To test the impact of success of sample respondents, $\chi^2$ calculated value was 26.30 which disclosed a significant change in the cooking devices of the sample respondents.

5.3.8 Health Care Taken by the Sample Respondents While Being Sick

The data revealed that after starting the micro-enterprises, 203 sample respondents were approaching doctors when they fell ill, 27 sample respondents were taking home treatment, 23 sample respondents were simply taking rest at home while being ill and 12 sample respondents were getting medicines directly from the medical shops while they were ill. To test the impact of success, $\chi^2$ calculated value was 224.72 which disclosed a significant change in health care taken by the sample respondents.
5.3.9 Getting Additional Income by Sending Children to Work by the Sample Respondents

The survey revealed that after starting the micro-enterprises, 220 sample respondents were not sending their children to work for getting additional income and 45 sample respondents were sending their children to work for getting additional income. To test the impact of success, $\chi^2$ calculated value was 169.20 which disclosed a significant change in sending the children to work for getting additional income by the sample respondents.

5.3.10 Burden of Female Child on the Sample Respondents

A cursory glance of the survey revealed that, after starting the micro-enterprises, 202 sample respondents were not feeling the burden of the female child and 63 sample respondents were feeling the burden of the female child. To test the impact of success, $\chi^2$ calculated value was 92.44 which disclosed that there is a significant change in the feeling of burden of a female child.

5.3.11 Level of Self-Confidence of the Sample Respondents

The data indicated that after starting the micro-enterprises, 209 sample respondents were having self-confidence and 56 sample respondents were not having self-confidence. To test the impact of success, $\chi^2$ calculated value was 95.40 which disclosed a significant change in the level of self-confidence of the sample respondents.

5.4. Problems Faced By the Sample Respondents

An attempt has been made to examine the extent and intensity of problems with reference to the 265 sample respondents.
5.4.1 Raw Materials

Out of the 265 sample respondents, 242 sample respondents faced a problem with the supply of raw materials. Out of 242 sample respondents, 118 (49 per cent) sample respondents faced a problem with high cost of raw materials, 61 (25 per cent) sample respondents faced problem with low quality of raw materials, 36 (15 per cent) sample respondents faced a problem with scarcity of raw materials and 27 (11 per cent) sample respondents faced a problem through transportation of raw materials.

5.4.2 Marketing

It was found that out of the 265 sample respondents, 119 (45 per cent) sample respondents faced a problem of competition from other units, 52 (20 per cent) sample respondents faced a problem of price control while marketing their products and 45 (17 per cent) sample respondents faced a problem of distribution control of their products while marketing, 25 (9 per cent) sample respondents had faced slackness in the demand of their products and 24 (9 per cent) of sample respondents faced a problem of transport while marketing their products.

5.4.3 Finance

The 265 sample respondents faced a problem of finance, out of them 169 (64 per cent) of sample respondents faced a problem of high rate of interest and 96 (36 per cent) sample respondents faced a problem of shortage of working capital. Besides this, the sample respondents are unable to get sufficient financial assistance from the banks. The sample respondents had expressed their dissatisfaction towards the banks, because the banks had asked them to fulfil all the formalities and they were forced to wait for a long time to get loans. So, the respondents were not preferring to get financial assistance from the banks.
5.4.4 Government policies

Out of the 265 sample respondents, 156 (59 per cent) sample respondents faced a problem of location, 58 (22 per cent) sample respondents faced a problem because they were not having proper training and development, 44 (16 per cent) sample respondents faced a problem of subsidies and 7 (3 per cent) sample respondents faced a problem for getting the license to start their enterprises.

SUGGESTIONS

In the light of the empirical study, the following suggestions are offered for the effective economic upliftment, promotion and development of women micro-entrepreneurs and improvement of the quality of life of women micro-entrepreneurs.

Government and Non-Government Organizations should work effectively to motivate the women micro-entrepreneurs for upliftment of their micro-enterprises.

- DWCRA bazaars must be set up together with shops and suggest that women micro-entrepreneurs should sell their products through DWCRA bazaars. Indeed, DWCRA bazaars must become popular channels for product marketing to overcome the problems from macro-enterprises.

- It is suggested that liberal financial assistance has to be provided to the women micro-entrepreneurs from the banks and also subsidies must be provided to women micro-entrepreneurs, so that they may not feel any difficulty in the repayment of loans.
Care should be taken to make a proper selection of specific income-generating activity, taking into account the women entrepreneur's specific skills and attitude. They have to select their activity, keeping in mind the availability of raw material, sufficient financial assistance, marketing facilities and also the demand for their products.

There is a need to strengthen training and development programmes. Apathy towards training programmes should be overcome by proper identification of prospective entrepreneurs by providing needed training inputs in an effective manner.

Backward and forward linkage by way of timely supply of required low cost and good quality raw materials for sale of the products must be ensured.

Government officers have to provide licence in time and without fail. So, that women micro-entrepreneurs do not face any difficulty to start their enterprises.

Unemployment, leading an independent life, need for achievement and gaining social status appeared to be important motivating factors. Therefore, government and non-governmental organizations should initiate and provide necessary incentives and encouragement must be given to women micro-entrepreneurs.

Most of the women micro-entrepreneurs were illiterate; the government and non-governmental organization's should motivate the women entrepreneurs to undergo some sort of vocational training in order to educate them.

To enhance the role of women entrepreneurs, especially in developing and transition economies, it is important to set up alternative economic organizations, create an enabling policy environment, establish
effective support services, and foster networking. Alternative economic organizations such as women banks, co-operatives and production units can more adequately address the constraints and needs of women entrepreneurs, especially in contexts where attitudinal or socio-cultural factors are still significant barriers.

 seriouattempts are being made by the non-groups as a federation with the purpose of exhibiting the products manufactured for mutual consumption. In many districts, the District Rural Development Agencies are also facilitating the self-help groups by construction of retail storerooms for exhibiting and selling their products. Efforts should be made on the above lines and through other innovative methods to provide the market linkage to the Self-Help Groups. The Development Agencies should seek support of consultants to explore the market for their products.

 The women entrepreneurs are to be supported to acquire technical skill facilitating them to develop confidence in running the micro-enterprises. Entrepreneurship Development Programmes should also be conducted for women micro-entrepreneurs to give them communication and counseling skill, leadership abilities, negotiation skills, marketing skills, interpersonal relations, team building and managerial skills for running the micro-enterprises.

Poverty, illiteracy, ignorance, unfavorable atmosphere, lack of innovation and bureaucratic attitude of the officials are some of the constraints in the development of women micro-entrepreneurs. Therefore an integrated approach and concerted efforts are needed for the development of micro-enterprises. Human Resource Development is a key element in this endeavour also.