INTRODUCTION

In today's world the pace of growth and development is faster than it had been before. Indeed, there is a race in scientific and economic development among the nations of the world. In a way development can be termed as acquisition of capitalization needed for the economic activities for the welfare of the nation.

Only the growth of economy can take any nation in the onward march successfully. In this, many entrepreneurs are the pace makers of a Nation's Economy and their contribution to a nations' growth is inevitable. This is true of both the male and female sections of the entrepreneurs.

An entrepreneur is basically an environment-oriented innovator. The functions of an entrepreneur depend largely on the environmental conditions of any given area. The discussions made in earlier pages have contributed for the following general and specific conclusions:
HERITAGE OF WOMEN ENTREPRENEURSHIP/GENERATION

From a historical point of view, entrepreneurship in India is based on socio-economic set up of different regions.

Certain communities are earmarked from time immemorial as business communities and they are traditionally entrepreneurs. For e.g. the Vaisya in South India and Parsis and Marwaris in North India. Naturally, each generation inherits the family business from the earlier one. But significantly, the family business had always been handed down to the male descendants of the family. Women Entrepreneurship is comparatively a recent concept. Therefore, most of them are of the first generation group of women entrepreneurs.

However, a minority group of 28.95 per cent of women entrepreneurs have inherited the family business. Perhaps one reason for this meager entry of the women entrepreneurs into the family business may be due to the traditional concept that the women belong to the kitchen.

Perhaps, if the present generation of women entrepreneurs proves successful and trustworthy in the field of trade and commerce, in future women will belong to entrepreneurship.
AGE:

It is generally noted that women in the age group 25-35 venture into the field of entrepreneurship more than from other age groups. Self-employment opportunity is utilized only after 25 years.

EDUCATION:

Education has certainly a part to play in promoting women Entrepreneurship. It gives them the courage not to mind risk factors of Entrepreneurship.

RELIGION AND COMMUNITY

Religion, caste and creed have nothing to do with the emergence of women entrepreneurs; because, women entrepreneurs from various Religions and Communities are found in the field.

MARITAL STATUS

Irrespective of their marital status, women enter into the field of entrepreneurship only to improve their financial status. Motivation is the same to all the women entrepreneurs, but the causes are different. For instance, women entrepreneurs who are bold and adventurous by nature and who have, willingly entered into entrepreneurship due to by their ability are successful.
On the other hand there are also women entrepreneurs who are compelled by their circumstances into entrepreneurship as a means to solve their financial problems.

FAMILY FACTOR

It was noted that about 25 percent of the respondents hail from the joint family background. But the rest of the 75 per cent belong to the nuclear type of family. A reason for this may be the fact that the nuclear family allows more freedom to women as individuals.

OCCUPATIONAL MOBILITY

There seems to be significant pattern in the occupational mobility from generation to generation. Predecessors of the 32.24 per cent of the respondents are farmers. 28.95 per cent come out of the families of businessmen and the rest of the 38.81 per cent hail from families engaged in tertiary occupations. From this pattern, it is obvious that more and more individuals are turning towards entrepreneurship leaving their occupation of their fathers and this pattern also shows that the business families contribute women entrepreneurs.

It can also be inferred that women have a preference for entrepreneurship more than for any other services. Of course, the earlier
tendency was to enter into the field of tertiary occupation, but with the advent of education the acuteness of the unemployment problem may have forced these people to climb up ladder of entrepreneurship.

CAUSAL FACTORS LEADING WOMEN TO ENTREPRENEURSHIP

Among the women entrepreneurs, different categories are found. These categories are based on the various factors which brought the women to the forefront as entrepreneurs.

1. UNEMPLOYMENT

In general, the tendency of the women, who wish to contribute to the economy of their families, is to seek employment elsewhere. When there are no job opportunities, a least some of these women determine to become entrepreneurs for an income. Such women start business as an alternative to an outside job.

2. FAMILY UPLIFTMENT

When a family is in need of financial support for survival, it becomes the responsibility of the off-springs of the family to raise the necessary income. Some women who are thrust by this responsibility choose to become entrepreneurs.
3. DEMISE OF THE HEAD OF THE FAMILY

Generally, a male member is the breadwinner of the family. The untimely death or physical or psychological inability of such men abruptly closes the channel of income to the family. Especially, the loss of the husband naturally shifts the responsibilities on to the shoulders of the wife. Here a woman, forced by circumstances, turns to entrepreneurship, if she is not able to secure a job.

As a variation of this, when a woman is divorced by her husband, she seeks to support herself with her own enterprise. Such women also start a business as a means of income. Besides these categories, there is special and most welcome category of women entrepreneurs. These women have taken to entrepreneurship with an ambition, to achieve economic independence. They take the challenge of entrepreneurship with a natural courage and confidence. These women become more successful entrepreneurs than in any other category discussed above.

CONTRIBUTORY FACTORS

A) LOANS, TRAINING ETC.,

Upliftment of women is one of the basic policies of Indian Government. With this aim the Government of India has chalked out many
programmes to bring the women folk into the mainstream of national economy. Women entrepreneurship is the one of the selected fields where more and more women are invited with motivation like training programmes and loans facilities and other package of services. These factors facilitate easy entry for women into the realm of entrepreneurship.

B] ENCOURAGEMENT

Encouragement is a psychological factor. Encouragement nourishes self-confidence and self-confidence is a basic factor for entrepreneurship. As discussed earlier for women entrepreneurs encouragement comes both from within the family and without. Father, brother, sometimes husband, and her own friends motivate a woman into setting up a unit, if she is endowed with the potential qualities for entrepreneurship. A women with a natural tendency for entrepreneurship is emboldened by motivations from her kith and kin.

C] LIMITED RISK

In the area of study no large scale industry, run by women is found. Large scale industry means more investment and greater risk factor. The fact that the women entrepreneurs in the study area have not ventured nto
any large scale unit shows the fact that women want to play it safe. They go for small scale units with limited risks and challenges.

D] EASY TO START

This is only a continuation of the previous finding, viz., limited risk. When the chosen trade is identified as less risky, it means it involves less investment. Less investment surely makes it easy for women to start a unit.

E] LOW INVESTMENT CONSTRAINTS

Inadequate finance is the serious factor affecting any trade. Large scale units face financial constraints even at the investment stage. This constraint keeps the entrepreneur always under tension and insecurity. The women entrepreneurs go in for small-scale industries and hence experience less financial constraints at the investment level and afterwards.

FINANCIAL ASSISTANCE

Most of the women entrepreneurs are in need of financial assistance from others. Regarding the profit, it was found to be satisfactory. Very few women entrepreneurs feel that their profit is not up to their expectation.
EMPLOYMENT GENERATION

The women entrepreneurs employ both men and women in their enterprise. The employment opportunities offered tackle the unemployment problem and arrest migration of people from rural to urban areas. According to the data women employees are more than men.

These women entrepreneurs indirectly produce another set of women entrepreneurs. Some women who want to emerge as entrepreneurs first work under these women entrepreneurs and later come out separately and start new enterprise. They become the owners of their enterprise, capable of giving employment opportunities to others.

EXPANSION OF THE UNITS & TERMS OF SALES

Some women entrepreneurs have the idea of expanding their units. Educated women entrepreneurs supervise the sales by themselves. Most of the women want to run their business units at home for their families' convenience and do so. Some others run their business units in the rented buildings and away from home because of the nature of their business units. Women entrepreneurs follow both cash and credit systems.
PROBLEM AND SUCCESS

The problem and success are like two sides of a coin. These inseparable things are faced by the women entrepreneurs. The successful and satisfied entrepreneurs accept that their achievement are due to the co-operation of their family members. The special feature is that a few women own and manage the enterprise which were owned and run by the men of their families. They manage successfully with the guidance of their elders.

OTHER FINDINGS

The entrepreneurial development training is not utilized by all the women. Only a few set up the enterprise and become entrepreneurs. The government’s efforts are aimed at enhancing the number of first generation women entrepreneurs.

During the question and answer sessions about the various experiences of women entrepreneurs, certain other interesting facts also surfaced.

By stepping out of the closed shell of their family life, these women entrepreneurs get an exposure to the external world. They have an opportunity to experience the social side of life. This works as a great morale
booster, by increasing in them self-confidence and giving them a positive approach in social transaction.

Economic freedom gives a great amount of mental freedom to these women entrepreneurs. Psychologically, they feel better placed in the society on par with the other educated working women. A complex is always at work in any woman who is economically dependent on others, which always keeps her as a mental cripple. But once she comes out of this dependence, she feels totally free and gets a new power which she can utilize in a more creative way.

These women entrepreneurs find a new respectable position and status in the society. This reflects even in the attitude of the other family members who now regard her as some one to reckon with.

Women entrepreneurship in the area of study, is at very initial stage. The number of women in the field is small and even these women choose only small scale industries. If more and more women should join this small group and should test their hands in large scale units, a number of external factors should be proved.

It is the entrepreneur who brings the following seven Ms together skillfully and achieves the objective which she has set for herself. The seven
Ms are Men, Money, Materials, Machinery, Motive Power, Market and Management. These are listed by Mr. M. Visveswaraya, one of the great industrialists of India in his book “Prosperity through India”.

Entrepreneurship is largely a concoction of social environment which includes interia, quality, education, income, size of the family, research and training facilities etc. Social environment therefore needs to be controlled for entrepreneurial development.

The control over the social environment and the promotion of entrepreneurial qualities of the individual form the base for the entrepreneurial development.

The entrepreneurial development is welcomed not only to solve the economic problems but also as a means of social transformation.

From the findings in the area of study the performance of women entrepreneurs is found to be satisfactory. It helps the individual to lead a contented life and spend the leisure in a useful manner. The environmental needs are satisfied to a certain extent. The low scholastic abilities of the entrepreneur is not a barrier for a women entrepreneur to participate in the main stream of economy of India.
The government policies and entrepreneurial development programmes have produced many first generation entrepreneurs. This has proved the saying, that entrepreneurs are not only born but also made. By proper training and planned efforts, the entrepreneurial qualities can be strengthened and developed in a potential woman entrepreneur for the economic growth of India.

In the area of study the exclusive programmes for women that are in operation in other areas can be introduced. Due to migration and marriage all the women trainees do not start their units. Only a few started their units as per the data.

The study reveals that the women who get more support from families and outside are more successful.

According to Indian mythology, women are dependent at all levels. But the modern trend prepares the women to stand on their own legs. Their total independence is possible only with more helping hands and encouragement of more women. Either the rise or the fall of their activities depends on the co-operation of men. This relation is a linear relation which is represented in mathematical form as
\[ y = a + bx \]

where 'x' is an independent variable which indicates co-operation or non-co-operation of men and 'y' is a dependent variable which indicates the development or non-development of women entrepreneurship.

Financial assistance, conducive social climate, support of family, potentialities of the entrepreneur make any enterprise successful.

These successful entrepreneurs may one day become big industrialists. They may participate in the global economy. They may impart their knowledge to others. They can help the charity trusts and patronise them successfully. The social inequalities may be mitigated by the economic prosperity that they are going to bring out.

As Napolean said, "Generals are not made in times of peace but at times of war". Like that Entrepreneurs are not made in non-expanding economies.¹

The prosperity and social change that are to be brought about by the women entrepreneurs will definitely bring peace to India. India will

¹ Subhash, W. Bhave-Entrepreneurship Education and Training - ENDEC-Nanyang Technological University - Singapore, 1996, p.139.
emerge as a powerful nation and will set an example to other countries. This national pride and peace are in the hands of the women entrepreneurs of India.

SUGGESTIONS

Here the researcher likes to present certain suggestions for the promotion of women entrepreneurship in future in the area of study. In the first place the women entrepreneurs need developmental measures to be provided by the governmental and other financial institutions and other agencies.

1. The present norms for advancing loan in banks and other financial institutions are very rigid. They may be relaxed, so that more women can have access to loans.

2. Generally, loans are disbursed from one common pool of funds to all entrepreneurs irrespective of the gender. It is suggested that in future there may be a special fund allocated exclusively for the benefit of women entrepreneurs. By this all the women entrepreneurs who apply for loans may get them without any disappointment.

3. Production and marketing are two focal points of entrepreneurship. At present, the government concentrates more only on production units, providing them with loans and advances and other facilities. But
unfortunately, the marketing side of this is not attended to. In fact, marketing of a product is more cumbersome than production.

4. In Union Territory of Pondicherry, marketing facilities are provided by the government itself to women entrepreneurs. The same could be done in Tamil Nadu also.

5. It is heartening to note that the District Industries Centre is offering guidelines to women entrepreneurs also. But it is suggested that a special cell for the promotion and growth of women entrepreneurship will be of immense use. This will facilitate women entrepreneurs to approach the officials, get their doubts dispelled and get the necessary guidance. Regular visits from the authorities and timely counselling will improve the performance of the units. Individual care and attention will boost the morale of the women entrepreneurs.

6. It is also suggested that the feasibility of women entrepreneurship could be inculcated right from the school level by incorporating it in the school curriculum and syllabus. Madurai Kamarajar University, in Tamil Nadu, has introduced the subject of Entrepreneurship at college level. A separate faculty is functioning.
7. Already mass media gives wide coverage to the stories of successful women entrepreneurs. It is felt that only some areas have so far been covered. It is suggested that the successful women entrepreneurs of the area of study could be interviewed and referred to persons desirous of starting any business. This provides first hand information without incurring much expenditure.

8. It is learnt that the Tamil Nadu government has decided to give ten percent incentive to first generation women entrepreneurs. This action will certainly help the emergence of more and more women entrepreneurs.

9. It is suggested that novelty in the taste regarding food products and fashion regarding. Ready-made garments and Tailoring should be popularised and that will enhance the sales.

10. It is also suggested that association for women entrepreneurs is necessary to discuss in a forum the ways and means of solving entrepreneurial problems and share their experiences. Amicable settlement of problematic issues may be resorted to through discussion.
11. Already library facilities covering this area of social change are available in Chennai, Tiruchirappalli, Salem and Coimbatore. The same facility should be extended to all the DICs.

If the suggestions are taken care of by the government and carried out, women entrepreneurs will improve their performance which in turn will result in better future.

AREAS FOR FURTHER RESEARCH

The research focussed on multi-dimensional aspect, covering historical, sociological, economic and psychological perspectives of the women entrepreneurs in Nagapattinam District of Tamil Nadu. Any one of the areas can be taken for research in depth at the micro level. Further, research can be carried out in the following areas like [1] small scale industries which are highly technological [2] Marketing [3] Inventory control [4] Problems in mobility and supervision [5] Psychological barriers of women entrepreneurs and employees etc. There is also every scope to analyse group of industries in the small scale sector.