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2.1 INTRODUCTION

There are many studies in the field of women entrepreneurship. A review of the earlier research on women entrepreneurship is essential to identify the areas already investigated so as to pinpoint the untouched and unexplored spheres for further study. Therefore a brief review of some of the relevant and important literature connected with the present study on “Women Entrepreneurs” is undertaken.

2.2 WOMEN ENTREPRENEURSHIP

Usha Jumani (1997)\(^1\) studied the reality of women in small business. The study has described the main features of poor women's economic activities in overall context of economy as well. Poor women working in the informal sector of the economy are engaged in business of small size using traditional labor intensive skills generating small incomes. Their works are highly decentralized depending on verbal transactions with few people and are based on mutual trust. The credit needs of the poor women are small in size but the number of women in need of such credit facility is very large. A detailed system will be considered important to record all banking transactions to ensure a high rate of repayment through a band of dedicated officials and workers.

McKechnie et.al., (1998)\(^2\) stated that females were using bank overdraft facilities and loans to a greater degree than males for both start-up and subsequent growth and development. Females also seemed to put more importance on bank
managers' advice and understanding of their marketplace. He has also explored whether gender differences existed in the terms and conditions of bank financing, the level of service provision and the overall quality of the banking relationship.

Fasci and Valdez (1998) made a study on, “A Performance Contrast of Male and Female Owned Small Accounting Practices”. This study looked within a particular industry to observe gender-based differences. In a study of entrepreneurial accounting firms, male-owned practices projected a higher ratio of profits to revenues than women-owned counterparts. These differences were mediated by differences of intentionality. Female accountants were more likely to report establishing the practice to attain greater flexibility in work time and place. Higher profitability projections were associated with the founders’ achievement and income goals.

Hyrsky (1999) identified five components of the entrepreneurial concepts such as work commitment and energy, economic values and results, innovativeness and risk-taking, ambition and achievement and egotistic features. This study concluded that women entrepreneurs had more positive attitude towards entrepreneurial traits and behaviors and females tended to perceive the concepts even more positively than males. These results were even more powerful in the Scandinavian countries where the respondents held the most favourable views of the concepts.

Boden (1999) made a study on female self-employment. There is gender difference in self employment selection. Most of the women entrepreneurs were spending more time in their businesses. They did not concentrate on their family.
It is also revealed that the husbands of the female entrepreneurs motivate their wives to start their businesses.

Boden (1999) explored gender inequality in wage earnings and women's decision to become self-employed, reporting that women's lower wage returns had a positive and significant affect on women's decisions to move to self-employment.

Alison Morrison et.al., (1999) observed that in management terms, the hospitality, tourism and leisure industries are well along continuum from a managerial approach that embraces the qualities of entrepreneurship. Central to this is the role of personal initiative, whether in terms of the founder of a new venture or within existing organizations.

Radhika Sachdev (1999) stated that a typical profile of a women owned enterprise is low-risk venture, less employment generation, low capital investment, operations restricted to a saturated market and product selection and extension of a domestic activity.

Haynes and Haynes (1999) made a research on the debt structure of small businesses owned by women between 1987 and 1993. Women-owned small businesses showed a higher probability of borrowing from family and friends and had gained access to line-of-credit loans from commercial banks on par with the men-owned small businesses in the same period of time. However, when comparing access to capital for men and women-owned business, it was found that women-owned business were smaller, newer and less likely to use external financing as a source of capital than those owned by men.
Walker and Joyner (1999)\textsuperscript{10} conducted a research on, “Female Entrepreneurship and the Market Process: Gender- Based Public Policy Considerations” using the theoretical aspects of gender-based public policy programs specifically designed to increase the number of women creating and developing new ventures. It was concluded that the programmes sponsored by the State Bank of India have the potential to decrease discrimination in their activities due to the resentment of targeted programmes.

Lal (2000)\textsuperscript{11} stated that women are submissive and incapable of independent thinking and decision making due to the age – old discrimination and deprivation and fragmented education. As a result women cannot and do not take up entrepreneurship as a whole time job.

Boden and Nucci (2000)\textsuperscript{12} stated that survival rates were affected by owner experience for both males and females, but the survival rate for male - owned businesses was higher by six per cent. The study concluded that women were disadvantaged in terms of previous managerial experiences and wage opportunities and therefore, had less human and financial capital for business ownership.

Micheline Goedhuys and Leo Sleuwaegen (2000)\textsuperscript{13} made an attempt to analyze the individuals’ choice for self-employment and entrepreneurial success. They observed that entrepreneurial activity is found to be successful when it is undertaken by individuals who succeeded in increasing their entrepreneurial abilities and reducing the risk of starting a business through a learning process that takes place through ageing, professional experience and apprenticeship or
alternatively formal education. The learning process takes place both before and after the entrance into the industry, as a firm grows into a large size. However, financial constraints continue to play a major restraining role for entrepreneurship and the growth of the firm.

Anna et.al., (2000)\textsuperscript{14} proposed a model combining venture efficacy, career expectations and individual context as determinants of industry selection. Women in traditional business had higher venture efficacy for opportunity recognition and higher career expectations of life balance and security and placed more importance on the financial support received from others. It was concluded that non-traditional owners had higher venture efficacy for planning and higher career expectations for money wealth.

Seenivasagalu (2001)\textsuperscript{15} conducted a comparative study on women entrepreneurs and executives in Chennai city. The conclusions drawn from the study were: the majority of women units are registered manufacturing units which are sole proprietorship firms, less than 3 years old. The majority of the women entrepreneurs are doing business in rented building and very few supply their products to Government departments. Women entrepreneurs face medium and sometimes high competition and have achieved normal increase in capital investments, sales turnover and net profit over the establishment year. It is revealed that women executives are educationally and economically better off than women entrepreneurs, whereas women entrepreneurs are participating more in socio cultural activities.

Gundry and Welsch (2001)\textsuperscript{16} compared women - owned businesses that exhibited high levels of growth with low or no growth businesses in order to
understand the relationship between strategic choices paths and the firms' growth orientation. Highly grown women entrepreneurs work along these dimensions: selection of strategies that focused on market expansion and new technologies, greater intensity of commitment to business ownership and willingness to incur greater opportunity costs, for the success of their firms. Highly grown women entrepreneurs provided well planned organizational structure used a team-based approach to the business; were concerned about reputation and quality, had adequate capitalization and used a wider range of financing services for the growth of their business.

Buttnet (2001)\textsuperscript{17} stated that women also used relative strategies when working with employees and clients, focusing on creation and development of teams, mutual empowering, achievement and perseverance. Relational theory exposes potential as a framework for identifying and explicating women entrepreneurs.

According to Global Entrepreneurship Monitor (GEM) report (2002)\textsuperscript{18}, women basically represent largely tapped up pool of entrepreneurial talents and their level of involvement in entrepreneurial activities in comparison to men is substantially less. Participation of women in entrepreneurial activities can only be triggered by the initiatives taken by their country’s government as well as through an increase of normative support for women entrepreneurship.

Mathialagam (2002)\textsuperscript{19} conducted a socio-economic study on women entrepreneurs of Chennai city. It was stated that socio, demographic and economic variables play a significant role in shifting the women folk into a new stream of
life. Women entrepreneurs prefer service sector. Of all the communities backward class women top the first list.

Laufers (2003)\textsuperscript{20} mentioned that women constitute nearly 30 per cent of the total number of managers. In recent years, the number of female heads of firms has increased from 10 per cent to 15 per cent. Among these, 46 per cent have started their own businesses, while 33 per cent had bought one. The size of the firm is small and 60 per cent belong to the service sector. A large proportion of the women had a university degree and 62 per cent were married. In this study area, only 5.2 per cent were holding management positions.

Sindhu \textit{et.al.}, (2003)\textsuperscript{21} made a study on, “Level of Entrepreneurial Success among Women Entrepreneurs in Agribusiness”. Among the food product enterprises, 50 per cent were found to be in high level of success, these units were producing new items such as instant idiappam, ada, payasam mix, coconut products, etc. Majority of the units falling under high level of success, were pickle units, oil and flour mills and curry powder units. Majority of women prefer traditional industries like food processing and mostly come from the upper strata of the society.

Manimekalai (2003)\textsuperscript{22} opined that women cannot forget their responsibilities to the family. Career – consciousness of women is both socially and personally structured. The attachment to traditional beliefs and values that ascribe care management of families is less among the highly career-conscious women. Gender configurations in variant forms preclude the integration of women into bureaucratic power structures of institutions. It was concluded that the opportunities and equal participation are locked to women in administration. The design of the organization itself prevents women from moving, since there are no
open channels of advancement leading from dead-end jobs for becoming entrepreneurs. They would contribute effectively in running viable commercial enterprises.

Natarajan and Kavitha (2003)\textsuperscript{23} found out that there is no significant difference between location status and nature of operation with the entrepreneurial activities and they also found out that there is no difference between the competencies of the women entrepreneurs of different age, education, experience, location, status and nature of operation with the establishment of business, production functions, human resource functions, management of finance, marketing functions, legal aspects of business and public relations. More than 50 per cent of the women entrepreneurs had inadequate competencies with the legal aspects of business. It was suggested that the centers of entrepreneurship development and District Industries Centre must conduct short term programmes to update the knowledge of the women.

Dhameja (2004)\textsuperscript{24} made a study of 175 women entrepreneurs from Northwestern India to examine the opportunities, performance and problems of women promoted enterprise. In all 175 enterprises of diverse activities, some of them involved relatively complex technologies demanding considerable managerial capabilities. Traditional women with low level of education and skill and limited access to finance opted for low investment, ‘soft’ enterprises such as garments, handicrafts and miscellaneous products. With increased level of education and availability of credit, a number of entrepreneurs opted for entrepreneur careers in engineering, plastics, electronics, leather related activities, beauty therapy, scientific instruments, music and entertainment, education and training, publishing, printing and packaging, etc. Large number of younger women
had high level of motivation not only by the desire to become economically independent and do something creative, but also to achieve job satisfaction by accomplishing some challenging tasks and to compete with others. The problems faced by maximum number of respondents were resistance from the husband or family at the time of starting the enterprise, dual duties and indifferent attitudes of society, no cooperation from family members, male dominance and limited liberty given to women.

Rajanarayanan (2004)\textsuperscript{25} stated that self employment is the employment and entrepreneurship is the most important mode of self-employment. In the advanced countries of the world, US women own 25 per cent of the business. In Canada, one third of small business are owned by women, in France, it is one fifth, and in UK, the self employed women has increased three times as fast as number of self employed men. In India only 5.2 per cent are self employed women. The study also pinpointed the essential pre requisites for women entrepreneurs such as flexibility, emotional maturity, hard work, risk bearing and aggressiveness. It analyzed support systems like financial institutions and training institutions. Also, it concluded that support systems should organize their own ventures. Support system plays an important role in running an enterprise. The State and Central Government have to set up several institutions to support rural women entrepreneurs.

Sharon Hadary (2004)\textsuperscript{26} gathered through the center’s extensive research initiatives that almost three-quarters of those who expanded their business achieved or exceeded their goals. Women owned business with $1 million or more in revenues is more likely than smaller business owned by women to have large corporations and Government as their customers. Women – owned businesses are
just as financially strong and creditworthy as the average US firm, with similar performance in bill payment and similar levels of credit risk, and are just as likely to remain in business.

Anil Kumar (2005)\textsuperscript{27} studied 120 women entrepreneurs engaged in small manufacturing enterprises in six districts of Haryana and attempted to determine the factors which compelled women to enter business ventures. The study also revealed that women have started participating in economic activities not due to family compulsion but mainly to achieve a goal in life by making a successful career and secondarily to make fruitful use of free time. It indicates high growth in the economy and positive development of the society.

Arundhati Chattopadhyay (2005)\textsuperscript{28} has stated that through entrepreneurship development women will not only generate income for herself but also generate employment for other women in the locality. This will have a multiplier effect in the generation of income and poverty alleviation.

Ghosh Piyali and Cheruvalath Reena (2006)\textsuperscript{29} stated that India is the fifth largest economy in the world (ranking above, France, Italy, United Kingdom and Russia) and has the third largest GDP in the entire continent of Asia. The liberalization of the economy in the 1990s has paved the way for a huge number of people to become entrepreneurs and the post liberalization and globalization era has brought a growing middle class roughly estimated to be 250 million.

Jospin Nirmala (2006)\textsuperscript{30} highlighted the importance of business traits and assessment of traits that underlie strategies. Most of the business women felt that a successful business strategy implied ‘perseverance and hard work' and
'interpersonal skills' which were considered essential for successful business approach. Success of business depends upon a personal strategy.

Shahina Begam (2006) presented the fact-file of women entrepreneurs in industry, service and business, which is based on the coverage of 80 entrepreneurs, as middle aged, married, middle income group, educated, many with prior business background, through own family business or husband being in business. The main aim of starting the enterprise was to be self employed followed by providing employment to others.

Morris et.al., (2006) stated that more women entrepreneurs are pulled by recognition and opportunities for higher growth as compared to the women who are pushed into entrepreneurship due to economic necessity. They also stated that women owned ventures are especially affected by conflict between home and family demands and these have inadvertent implications on growth.

Sobha Rani and Koteswara Rao (2007) discussed the socio-demographic attributes of women entrepreneurs and the factors influencing the motivation of women to become entrepreneurs and selection of enterprises in industry, service and business. Discouraging factors need to be overcome with the cooperation of the family members and institutional support. Some of the dominant characteristics required for the success of an enterprise are brought out by self confidence, drive and energy, taking initiative and seeking personal responsibility, positive outlook and long term involvement in a sustained manner.
Mathivannan and Selvakumar (2007)\textsuperscript{34} suggested that a multi pronged approach is to be adopted to motivate the women to pursue entrepreneurial activities. Concentrated effort must be put in to raise the level of women entrepreneurship in small-scale industries. NGOs, Government agencies and corporate sector should play an active role in the transformation of women and in driving the women to explore entrepreneurial opportunities in small scale industries.

Allan \textit{et.al.}, (2008)\textsuperscript{35} examined gender and ethical challenges faced by women business owners engaged in exporting. They also document the strategies the women business owners employed to resolve the ethical and gender issues they encountered.

\section*{2.3 FACTORS INFLUENCING WOMEN ENTREPRENEURS}

Kranti Rana (1998)\textsuperscript{36} strongly recommended a centralized and properly co–ordinated institutionalized arrangement for extending technological backing and for the commercialization of the benefits of research and development for the improvement of women entrepreneurs. The awareness and the availability of consultancy facilities in the country appear to be virtually negligible among the women entrepreneurs. There is a need to popularize and adopt modern methods to disseminate the information about the technologies and consultancy facilities available for women entrepreneurs.

Vibha Chathurvedi and Chathurvedi (1999)\textsuperscript{37} indicated that the economic contribution of women in production and overall economic growth is significant. Even though their participation in all areas of production is significant, the rural
women suffered from lack of motivation and exposure to technical information. In spite of their full involvement in economic activities, the interaction of extension agencies with them was negligible.

Lokeswara Choudary (1999)\(^{38}\) carried out a study on women entrepreneurs of Vikram Saraphai Industrial Estate in Chennai city. It is revealed that the factors which motivated the entrepreneurs to undertake business are: (i) previous experience, (ii) to work independently, (iii) to supplement family income and (iv) to get economic independence.

Saraswathi Amma and Sundarsanan Pillai (2000)\(^{39}\) in a study on women entrepreneurs in garment industries in Kerala pointed out that all successful women entrepreneurs had strong family support and enjoyed personal freedom and majority of the women were concentrated in urban areas. They emphasized the need for Entrepreneurship Development Programme for helping women in non-traditional, high-skilled and male dominated activities.

Richard Kibombo and Samuel Kayabwe (2000)\(^{40}\) conducted a detailed study on economic empowerment of women through the use of Information and Communication Technologies (ICTs) and revealed that there is an overall poor usage of ICTs by women entrepreneurs as a means of communication with the exception of telephone services. They mostly rely on the local network of fellow entrepreneurs to receive information relating to their businesses. It is found that there is the poor usage of ICTs for enterprise development purposes. Entrepreneurs need information regarding credit facilities and as how to improve products and services in order to improve their business.
Haynes and Helms (2000)\textsuperscript{41} stressed the importance of having a relationship with a bank in place at the time of the business launch. Indeed, women were more likely to use their banks for a source of advice. The authors found that women-led businesses that used bank loans as primary source of start-up capital outperformed those that used alternative funding sources.

Moli Koshy (2001)\textsuperscript{42} made a research on, “Branding and Packaging of Small Scale Industrial Units – A Study with Reference to Women Entrepreneurs in Kerala”. This study revealed that 54 per cent of the women entrepreneurs units were not concentrating on brand labels in promoting their products individually. Among the brand name users, eight units (26.67 per cent) were using someone else’s brand name. 73 per cent of the brand name users had their own brand names. 32 per cent considered packaging important in marketing their products. It was concluded that women entrepreneurs should be oriented to develop and nurture brands and pursue quality packaging for increasing their market and they recommended that women entrepreneurs should consistently try to build brand equity and this effort will reduce the marketing costs in the long run.

Kerala Women’s Commission (2002)\textsuperscript{43} noted that women entrepreneurs have started owning IT centers and electronic items manufacturing units/ firms, printing press, hollow bricks production units, etc. in recent times. It is stated that women entrepreneurs have started shifting to modern lines of activities and enterprises.

Madhuri Deshpande and Joshi (2002)\textsuperscript{44} revealed that 30 per cent of the women entrepreneurs are motivated by their husbands for starting the business. 41 per cent of women entrepreneurs got success as per their expectations. It is
suggested that many unsuccessful entrepreneurs meet with failure due to poor management and lack of financial support.

Shaik and Rao (2003)\textsuperscript{45} opined that information revolution is ever expanding its promise and challenges. There is no other potential tool other than information technology for empowering women. They concluded that an effective policy towards initiating socially acceptable, economically viable and practically feasible IT projects would be a major step in realizing the social political and economic empowerment of women.

BT / Aurora women entrepreneurs and ICT research (2004)\textsuperscript{46} conducted an online survey researching their knowledge, usage and attitudes towards computers and technology over 2000 women entrepreneurs. They found that female entrepreneurs are a tech savvy bunch. 66 per cent own a portable data device, 99 per cent know exactly what broadband is and what it can bring to their businesses. 28 per cent of women in business use friends, family and other women for their technology and telecom advice. 17 per cent women business owners use consultants, 17 per cent use the internet, and 8 per cent use business link. 87 per cent of the women surveyed said that broadband would be vital to their business growth.

Rajanarayanan (2004)\textsuperscript{47} concluded that the support system should also have separate programmes and policies to help rural women entrepreneurs. Support systems are important but not a magic wand to run an enterprise. The government—both Central and State have to set up several institutions and centers to support rural women entrepreneurs to establish their units.
Nazar and Haja Mohideen (2005)\textsuperscript{48} stated that for economic development of any country the development of entrepreneurship is essential. The entrepreneurs are the prime movers of the economic activities. The country which is rich in entrepreneurship can attain economic augmentation. In the era of globalisation, the development of entrepreneurship is the key factor for ushering economic prosperity and well being of any country.

Bose (2006)\textsuperscript{49} said that entrepreneurship helps women’s economic independence and improves their social status. Communication businesses offer much promise for women entrepreneurs. It was concluded that IT offers many new possibilities for women in developing countries. It is a lifeline for women’s economic, social and political empowerment.

Jayanthi (2006)\textsuperscript{50} studied the growth of dairy cooperatives in selected states like Andhra Pradesh, Bihar, Gujarat, Rajasthan, Uttar Pradesh and Karnataka. In 1997, 2,476 women dairy cooperatives were working in the country in these selected states. Out of 62 lakhs total membership in dairy cooperatives, 16.33 lakhs are women. The programmes of Support to Training and Employment Programme for Women (STEP) advocate the upgradation of skills and sustainable employment for women. The scheme covers eight traditional sectors namely, Agriculture, Small Animal Husbandry, Dairying, Fisheries, Hand-loom, Handicraft, Khadi and Village Industries and Sericulture.

Shanthi Nachiappan and Shanthi (2007)\textsuperscript{51} explored the role of developing agencies like non-profit organisations and this article proved that self-confidence and willingness to learn a technical skill have transformed the participating women into micro technopreneurs. They have acquired the elementary knowledge
about technology and have used it in their technical ventures and gained fruitful results.

Shanker and Vijayalakshmi (2007)\textsuperscript{52} stated that motivational factors are categorized as Pull and Push factors. Pull factors include independence, self-fulfillment, entrepreneurial drive, desire for wealth, social status and power. Insufficient family income, dissatisfaction with a salaried job, difficulty in identifying work and need for flexible working schedule were identified as push factors. They found that the need for social status was an important motivating factor to start up a business for the women in their sample.

2.4 PROGRAMMES FOR WOMEN EMPOWERMENT

Caroline (1991)\textsuperscript{53} found that entrepreneurial training given by the District Industries Centers (DICs) should be made more meaningful and should be conducted more frequently and made compulsory for all applicants before disbursement of loan.

Sosamma (1999)\textsuperscript{54} pointed out that the government was keen on the development of women entrepreneurs and a variety of schemes are available to them for setting up an industrial venture. Besides concerned with on setting up “Traditional units”, typically meant for them, women should go in for other areas too.

Damayanti (1999)\textsuperscript{55} conducted a study to analyse and evaluate the impact of the Development of Women and Children in Rural Area (DWCRA), a sub
project of Integrated Rural Development Programme (IRDP) in Thrissur district. It was found that the programme failed to achieve its desired objective of uplifting the rural poor and bringing them to the main stream of economic development. Despite the low socio-economic impact, the programme has a significant role to play in the uplift of the rural women belonging to the weaker sections of the society.

Narasaiah and Ramakrishnaiah (2000)\textsuperscript{56} made an evaluation of Development of Women and Children in Rural Area (DWCRA) programme in Cuddapah district by selecting a sample of 9 DWCRA groups in Rayachoty. They found that the DWCRA members were confronted with many serious problems in the areas of production, finance and marketing. The entrepreneurial development programmes that enhance the entrepreneurial skills were not properly implemented and no concrete efforts were made to identify suitable and viable training programmes for women entrepreneurs’ development.

Puyalvanan (2001)\textsuperscript{57} conducted a survey on, “Micro Credit and Women Empowerment through Centre for Rural Systems And Development (CRUSADE), a Non-Government Organization”, to assess the economic status of the families especially the poor households in the groups. Women members were granted loans up to ₹3, 000 for enterprises such as small business, goat rearing, fish vending and the like. During the year 1998 – 1999, CRUSADE trained and arranged loan for 129 women for income generating activities. The training stirred the conscience of the members and encouraged at least one Self Help Group (SHG) to effectively control illicit liquor brewing in their village. CRUSADE in collaboration with Magalir Thittam helped the SHG members to attend grama sabhas and participate in discussions. It enabled political empowerment of women.
Dumas (2001) concluded that entrepreneurial training empowered participants to achieve economic self-sufficiency, helped them to build strong businesses and contributed to the development of life management skills. The ultimate goal of the programmes was to contribute to the growth of locally owned and controlled businesses that would create jobs in the city as well as neighborhoods.

Cook et al., (2001) found that attendance and the effort spent in completing homework assignment were related to graduation. It was concluded that the training empowered the participants to achieve economic self-sufficiency and mutual help to build strong businesses and also contributed to the development of life management skills.

Joel Edwinraj (2001) stated that rural entrepreneurs discover new venture opportunities. Training for rural entrepreneurship need to strive in developing relevant mindset and ability of the rural entrepreneur. At present, the rural entrepreneurs have entered into many sophisticated fields like micro processors, mini computer center, electronic appliance and electronic devices. Theses rural entrepreneurs update their skills and technology by undergoing training.

Sakunthala et al., (2002) concluded that India is one of the very few countries in the world which has developed a wide range of agencies (SIDBI, IFCI, ICICI and IDBI, etc.) that aimed at developing entrepreneurship. These agencies have certainly filled a vital gap in the industrial development programme of India by meeting the wide spread and varying needs of entrepreneurial activity.
Satya Sundaram (2004)\textsuperscript{62} suggested that every effort should be made to encourage women entrepreneurship both in rural and urban areas, otherwise women’s potential entrepreneurial abilities remain unutilized. The study concentrated some major programmes for promoting women entrepreneurship like PMRY (Prime Minister’s Rozgar Yojana), Mahila Udyam Nidhi (MUN), Assistance of Rural Women In Non-farm Development (ARWIND), National Bank for Agriculture and Rural Development (NABARD), Assistance For Marketing Of Non-Farm Products Of Rural Women (MAHIMA), Swarajayanti Gram Swarozgar Yojana (SGSJ), Trade Related Entrepreneurship Assistance Development programme (TREAD), Small Industries Development Bank of India (SIDBI). These schemes are providing financial assistance for training the women or group of women for encouraging entrepreneurial skills.

Thangamani and Sithara Balan (2004)\textsuperscript{63} concluded that national and international women associations are set up with a purpose to create a congenial environment for developing women entrepreneurship in rural and urban areas. Appropriate technologies have to be promoted to improve their efficiency and productivity.

Shaik Aftab Anwar (2004)\textsuperscript{64} stated that entrepreneurship development programme appears to be the best possible alternative to find employment avenues for the unemployed. Entrepreneurial development involves equipping a person with the information that is useful for enterprise building and sharpening his entrepreneurial skills. Entrepreneurial skills can be developed through the entrepreneurship development programmes.
Ramachandran (2004)\textsuperscript{65} suggested that knowledge and information are the most important tools for providing power and freedom to women. Policies and development programmes ensure women empowerment both economically and socially and thus become equal partners in national development.

Saroj Wadiwale (2004)\textsuperscript{66} made a study on “Slum Women Empowered by Saving Credit Programme in Baroda city”. It has assessed the improvement in the quality of life, socio-economic empowerment and elevation of social status of women of the slum. 33.8 per cent of the respondents opined that less interest is the reason for preference to credit programmes. The second reason is easy to repay (30.8%). It was concluded that awareness generation programme can alone help people in knowing their rights and privileges.

Padmavathi (2004)\textsuperscript{67} made a research on, “Agent of Women’s Empowerment” through the Development of Women and Children in Rural Area (DWCRA) programme in Andrapradesh. After joining DWCRA scheme, they were participating in the group activity of beedi making. The respondents expressed that because of their poor economic conditions, they joined the scheme to improve their economic status and to clear the debts.

Chinnadurai (2005)\textsuperscript{68} concluded that the information gap largely affects women’s development. Therefore, the Non - Government Organisations (NGOs) and other associations have to take steps towards self-employment. At the same time, individual women should also come forward to take advantage and risks in entrepreneurial sectors. Women are very important segment in development at local to global levels. Economic independence and education of women will go a long way in attaining self-reliance for women.
Almelu (2005)\textsuperscript{69} stated that women’s status and cooperatives in group level activities are encouraged through development programmes. In recent years, majority of the women are starting their own businesses in small scale industries. The development programmes should identify the problems of women in personal and economic level and provide necessary security and training to overcome the obstacles.

Sivachithappa (2005)\textsuperscript{70} made a research on, “Women Development Corporation and Empowerment of Women in Karnataka”. The state government established many programmes which prove that the achievement of the social and economic development of women is not possible only by treating women as the beneficiaries. But the government should also strengthen the process of creating suitable atmosphere that could bring about financial progress and due social status for women.

Mubarak Ali (2005)\textsuperscript{71} stated that women development project in Tamil Nadu is a process of a network of organization. Women’s Self Help Groups (SHGs) are established and monitored with the assistance of NGOs. SHG movement promoted self employment in rural and urban areas.

Vimala (2005)\textsuperscript{72} found that credit has the capacity to create self employment. Banks are playing a dynamic role in providing financial support to women. Banks provide financial assistance to women not only to strengthen their family income but also to empower their position in the society.
Sandhya Rani (2006)\textsuperscript{73} opined that the micro enterprises’ sub sectors provide 25 per cent of employment. The growth of this sub sector is highly promising for certain product lines such as brick making, dairy products, retailing of electronic entertainment, soft toys making, chalk piece making, mushroom culture, coir products, candle making and agarbathi making, etc. A number of NGOs and financial institutions have been offering micro finance to women to start the micro enterprises. Micro enterprises require entrepreneurial skills acquired through training programmes like Entrepreneurial Development Training programmes. Those programmes are organized by Government and Non Government organization for motivating the women to develop the entrepreneurial skills. It was concluded that micro enterprises promoting among women requires comprehension of market dynamics and also innovations and creativity.

Ramanujam and Thenmozhi (2006)\textsuperscript{74} found that empowerment is an active multidimensional process to enable women to realize their identity and powers. The women's empowerment is key to the socio-economic development of the community. The government has launched several schemes such as SHGs, SGSY, IAY, NSAP, ARWSP, IRDP, DWCRA and JRY. They stated that these schemes help women in improving their skills, promoting marketing technology and developing entrepreneurship among rural women. They concluded that women empowerment creates a better society and self-employment helps community development and national development.

Subbiah and Navaneethakrishnan (2006)\textsuperscript{75} analysed the financial assistance under Prime Minister Rozgar Yojana (PMRY) by the public and private sector commercial banks during the period from 1993-1994 to 2002-2003. The number of branches of public and private sector commercial banks in the district is 67
(73.63%) and 24 (26.37%) respectively. When compared to the number of branches of public and private sector commercial banks with the financial assistance provided under PMRY, the share of private sector commercial banks is low. The public sector commercial banks show greater interest in providing assistance to the women entrepreneurs. The uneducated beneficiaries face the problems of more formalities and rules for getting the loans.

2.5 EMPOWERMENT OF WOMEN ENTREPRENEURS

Sulaja (2002)\textsuperscript{76} aimed to identify some of the factors that can help to measure women’s empowerment in the midst of social development in four Southern states of India, namely Andhra Pradesh, Karnataka, Tamil Nadu and Kerala. Kerala has better social development and women’s empowerment. Karnataka is comparatively well ahead in social development but not in women’s autonomy. In Andhra Pradesh, both are less remarkable. In conclusion, greater attention is to be directed in the states Karnataka and Andhra Pradesh to improve the conditions of women than the socio-economic development of the state in general. In order to uplift women, the government of Tamil Nadu has promoted a large number of Self help Groups (SHGs).

Sunder and Jothy (2002)\textsuperscript{77} examined the performance of SHGs. Empowerment through SHGs has enabled a good number of rural women to perform various self-sustaining activities such as monitoring whether the local ration shops are functioning properly, keeping vigil to prevent brewing of illicit liquor, helping the aged, deserted and widows to obtain loans to enable them to lead a decent life, growing vegetables in their backyards and maintaining group unity that transcends the barriers of caste and religion.
Sebastian Titus (2002) stated that women entrepreneurs had started small enterprises and had expanded them to large scale units. Self Help Groups had made readymade garments and exported them. A woman Self Help Group in Dindugal District had been running a unit providing agro-services with a total turnover of Rs. 12 lakhs or more per annum. But many were not able to reach this level. The reasons are non-availability of funds for investment, lack of technical and managerial skills, inability to manage the labour, dual role burden, lack of professionalism and gender basis.

Bhagyalakshmi (2004) opined that concerned efforts are needed to ensure that benefits of training, extension and various programmes will reach women to make them more effective in their own area of operation. It was concluded that the women specific programmes are showing positive results in empowering women; yet, there are miles to go and promises to keep.

Kokila (2004) recommended that the government must create a healthy environment for active leadership generating participation, which would ensure women’s voices are heard. Special mechanism must be introduced in order to induct women at all levels of decision-making. It was concluded that women’s qualitative and quantitative participation at all level of governance is absolutely essential for their empowerment.

Parul Gaur (2004) suggested that women’s empowerment status is assessed by their economic, educational and health status, participation in household decision-making process, political awareness and psychological strengths. It was found that working women are socially more aware than non-working women. Working women are more independent than non-working
women. Working women are more effective in decision making than non-working women. Hence, education with employment makes women significantly effective in respect to social awareness, independence and decision-making.

Sunil Goyal (2004)\textsuperscript{82} categorized the women entrepreneurs into three groups - first group consists of women with adequate education and professional qualifications who head large industrial units. The second group consists of educated middle class women who lack skill and training and are engaged in handicrafts and cottage industries and the third group of entrepreneurs are illiterates belonging to financially weaker sections and are engaged in family business. Empowerment approach strengthens the women economically, socially and politically. It was concluded that banks and financial institutions come forward to give loan to women entrepreneurs without obtaining security and low interest. The women entrepreneurs faced lot of problems like marketing, finance, education and so on. The Government must conduct training programmes to the women entrepreneurs.

Sheik Mohamed (2004)\textsuperscript{83} suggested that the Government of India has to conduct special entrepreneurship development programmes for women with a view to encourage women to start their own industry or business. Self Help Groups improve the social and economic status of women and empower women in all levels like decision making, managerial skills and problem solving attitude.

Selvanathan and Aravazhi (2005)\textsuperscript{84} conducted a study on “Self-Help Group – A New Beginning in Women Entrepreneurial Development”. The SHGs are really an instrument to guide our poor women and inculcate entrepreneurial abilities. The development of women entrepreneurs is not in the hands of a single
agency, but of multiple agencies. Promoting SHG will enable it to take a lead role in the development of women entrepreneurs.

Arul Kamaraj (2005)\textsuperscript{85} said that self help groups enhance the status of women as participants, decision makers and beneficiaries in the democratic, economic, social and cultural spheres of life.

Satya Sundram (2005)\textsuperscript{86} argued that economic empowerment is the most essential as it leads to social and political empowerment. There should be a change in the mindset of men towards women so that women empowerment becomes an easy task.

Sayed Afzal Peerzade and Prema (2005)\textsuperscript{87} opined that there are several indicators of empowerment, at the individual level/participation in crucial decision-making process, ability to prevent violence, self confidence and self esteem, at the community level/existence of women organization, increased number of women leaders, involvement of women in designing development tools and application of appropriate technology. It was concluded that the efforts by government and non-government organization and different agencies play an important role in facilitating the women empowerment.

Molik and Srilatha Vani (2006)\textsuperscript{88} stated that the micro enterprises had significant relevance in the empowerment of women. There is a need to make enabling provisions for women to establish micro enterprise. The need of the hour is to help women overcome the hurdles to set up micro enterprises and help them achieve self-reliance and become contributors for the prosperity of the nation.
Arul Suresh (2006)\textsuperscript{89} identified the entrepreneurial attitude and awareness of post graduate female students. Majority of the respondents felt that beauty parlors, garment shop, fancy stores, running a school and owning a boutique are suitable businesses for women. In this geographical area, lack of social and family support, arranging finance are the most problematic issues for the women in business. Most of the respondents are highly aware of the women account of ICICI, Kalyani of Central Bank, Mahila of Canara Bank and Sree Sakthi Package of State Bank of India. In this study area, only 6 per cent of the respondents are running their own businesses. The respondents felt that ₹50,000 to ₹1,00,000 is a suitable investment for the women entrepreneurs. It was concluded that the District Industries Centre and other entrepreneurial training institutions must take necessary steps to increase their programmes.

Rajamohan (2006)\textsuperscript{90} conducted a study on “Self Help Group- Linkage Programme”. Self Help Group (SHG) is one of the way for the socio-economic empowerment of women. This paper highlights the linkage between SHGs and banks in India, models of linkage programme and progress of linkage programme and SHGs and bank linkages. The SHGs are linked with banks under the linkage programme as on March 31 2004 in which about 90 per cent are exclusively for women. The distribution of bank loans to SHGs amounted to ₹3, 904 crores as on March 1 2004. 5, 38, 422 SHGs received loans form commercial banks and from Regional Rural Bank (RRB) and cooperative banks ₹4, 50, 998 and ₹1, 34, 671 of the SHGs received respectively. This paper concluded that the numerous schemes aid in empowering the women and banks play a vital role for women development.
Mahar and Kalita (2008)\textsuperscript{91} analysed Women’s Empowerment through participation in Rural Development and suggested that the middle aged young women should participate in rural development. They concluded that education and training will go a long way in achieving the goal and help in raising the status of women. It would also enable the development of their potential as independent and equal partners. Providing education to women is to enable them to think critically and identify their strengths and take conscious informed decisions, empower them to play a positive role on their own in the development of the nation.

\section*{2.5 PROBLEMS OF WOMEN ENTREPRENEURS}

Singala and Syal Poonam (1998)\textsuperscript{92} have classified the problems being faced by women entrepreneurs at different stages of their entrepreneurial career into three major categories \textit{i.e.}, problems related to project formulation, project implementation and project operation. The study strongly advocates Group Women Entrepreneurship (GWE) as one of the viable alternatives in the Indian context. GWE approach should be made as an integral part of the National Women's Welfare Programmes.

Ljunggren (1999)\textsuperscript{93} felt that women encounter barriers in the initial phase and perhaps they are more uncertain about the viability of the project. They may also be fewer than men who actually want to start their own businesses.

Mallika Das (1999)\textsuperscript{94} made an exploratory study of women entrepreneurs in Tamil Nadu and Kerala. The study examined the problem faced by women in initiating, running and succeeding in business and differences between the
experiences of women in the developing and the developed worlds. The study also underscored the difficulties faced by women in getting funds for setting business and meeting the working capital requirements.

Susanne Jalbert (2000)\textsuperscript{95} examined how women entrepreneurs affect global economy, why women start businesses, how women’s business associations promote entrepreneurs and to what extent women contribute to international trade. Obstacles that women face in international business include limited international business experience, inadequate business education and lack of access to international networks. Challenges common to all enterprises include securing funding, developing marketing and managerial skills and devising suitable business strategies to thrive in globalised social and economic environment.

Renuka Viswanathan (2001)\textsuperscript{96} mentioned that stagnation in the growth of the women entrepreneurs are due to various reasons like the demands of household duties, mobility problems and special inadequacies. The psychological causes are lack of self-confidence and fear of success. The necessary managerial and technical skills are also lacking, which is a barrier to the growth of women’s businesses. Government or Voluntary organisation’s aid through psychologists, managerial experts and technical personnel could result in the development of appropriate strategies and enable growth.

Verheul and Thurik (2001)\textsuperscript{97} pointed out that the female entrepreneurs in the study reported to have had a smaller amount of start-up capital but have used similar sources of capital. There were no significant differences in the proportion of debt and equity capital in the businesses.
Savithri (2002) made a comparative study of women executives and women entrepreneurs in Chennai city to gauge the stress on women executives and women entrepreneurs and the factors influencing stress, the stress level, its impact on them, etc. It is found that stress played a role in a wide range of common ailments such as headache, allergy and skin diseases, blood pressure, ulcer, diabetes and heart disease. Stress affects sleep, productivity and growth. Workload also causes stress. For women executives stress originates from personality, family and organization. Both the parties are affected physically and then create stress in the family and in the organization. It is also found that women entrepreneurs in the trading and service sectors have more stress than women entrepreneurs in other areas.

Nirmala Karuna Cruz (2003) revealed that it is not the aspiration of women that has made them entrepreneurs; they have taken up this career in the absence of any other means of contributing to family income. Again, most of them have started business only after all their attempts to secure a regular, secure and salaried job have failed.

Rajendran (2003) suggested that if more women are motivated and given the necessary encouragement and help for becoming entrepreneurs, they would contribute effectively in running viable commercial enterprises.

Papisetty Rama Mohana Rao (2004) found that infrastructure, high labour mobility, shortage of electricity and delayed realization of debtors, etc. are the main problems faced by the women entrepreneurs. It is also revealed that access to credit has been the exclusive privilege of the rich and powerful. Women micro entrepreneurs suffered due to lack of recognition in the community. They
have limited access to resources such as credit and improved means of production and marketing skills.

Madasamy and Joseph Xavier (2005)\(^{102}\) found that Indian women entrepreneurs faced some problems such as financial constraint, scarcity of raw materials, intense competition and social attitudes. In order to solve the problems, the Government and non-Government organizations provide training in the form of raw material assistance, conduct of market surveys to assess feasibility and financial assistance. Women entrepreneurs could remove their inferiority complex and gain confidence through reading success stories of women entrepreneurs.

Ramananda Chowdhury (2005)\(^{103}\) concluded that the first step to overcome the problems faced by women entrepreneurs is educating the women and making them aware of the importance of their role and functions in the context of development. Secondly, prompting the supportive organization, information, periodical sensitization and training. Making these components available to women, the existing rural situation can be changed and achieve the primary aim of rural development can be achieved.

Mathivanan and Swaminathan (2005)\(^{104}\) mentioned the importance of rural entrepreneurship and problems of rural entrepreneurship such as inadequate flow of credit, poor quality standards, inadequate infrastructure facilities, remuneration, marketing facilities and lack of managerial skills. Some remedial measures are suggested like conduct of development programmes to women of EDP, WEDP and TRYSEM. The necessary infrastructure facilities are to be developed in the villages.
Nidhi Tandon (2005)\textsuperscript{105} in the article “Supporting Women Entrepreneurs in a Competitive Economy” stated that majority of the women bear numerous community responsibilities beyond the household and so faced the problem of marketing their products and services.

Dolly Sunny (2005)\textsuperscript{106} found that the single most important step in enabling women is to participate in the decision making process by increasing the rate of education level of women through training programmes and providing funds to start their own business and link with the banking organization or other financial institutions, which increases the pace for industrial growth of business enterprise in the country. It will increase the decision making abilities of women as well as reduce the unemployment problems.

Blake (2006)\textsuperscript{107} stated that most of the local banks considered the capacity of the organization, which is based on the prior experience of the entrepreneurs, collateral market demand beyond local market and credit lending history. To succeed in securing a business loan, the women must have crossed the child-rearing age, have sufficient link with business community and have considerable experience in management or relevant technical skills.

Bannur (2006)\textsuperscript{108} studied the factors responsible for the growth of women entrepreneurs. It was found out that 53 per cent of the sample women entrepreneurs are running their business in small scale. 7 per cent women entrepreneurs provide higher employment opportunities. Most of the women entrepreneurs opine that they have domestic problems such as low mobility, social responsibilities and social attitudes.
Nayyar, Sharma and Kishtwaria (2007)\textsuperscript{109} revealed that the poor location of the units, tough competition from large and established units, lack of transport facility and difficulty to afford own vehicle are some of the common problems faced by women entrepreneurs. Family responsibilities, lack of mobility, limited choice of ideas and low level of production, all together lead to managerial constraints. Lack of business training and low level of experience in general management positions affect the future growth of the organization, especially when the business is labor intensive.

Prema Basargekar (2007)\textsuperscript{110} studied the evolution of various concepts and definition of entrepreneurship with special reference to women and the various challenges which they are facing in the changing global scenario. The study focuses on marketing challenges faced by them and related organization to overcome the challenges. The most important constraints are marketing of the products and services which have serious repercussions on their growth prospects. It was suggested that efforts taken by various organizations such as SIDO, MOOWES, CWET, WIT and SEWR show that it is possible to organize women entrepreneurs to promote their products collectively, which will not only help them to reduce the cost and reach a large number of customers and also help them to enhance their brand value which will be helpful in the long run.

Thamarai Selvi (2007)\textsuperscript{111} found that women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Women in advanced nations are recognized and are more prominent in the business world. But the Indian women entrepreneurs are facing some major constraints like lack of confidence, social-
cultural barriers, market oriented risks, lack of knowledge in business administration, lack of awareness about financial assistance, inability in identifying available resources and inadequate motivational factors. Apart from training programmes, news letters, mentoring, trade fairs and exhibitions can also be sources for entrepreneurial development.

2.6 RESEARCH GAP

Women entrepreneurship is an evolution concept which brings about on a sustainable development in a nation. The Gross Domestic Product (GDP) rate has gone up year by year because the government sanctioned increased financial assistance to the women entrepreneurs during the fifth five year plan. However financial assistance done is not the only motivating force of women entrepreneurs. The development programmes especially designed for promoting women towards entrepreneurial path is also the cause for growth of women entrepreneurs. Earlier studies have revealed the importance of women entrepreneurs, case studies of women entrepreneurs, role of women entrepreneurs in the society. Hence, there is a research gap regarding the factors motivating women entrepreneurs and the measurement of their performance. This study focuses its attention on factors influencing women entrepreneurs and the role of entrepreneurship development programmes in empowering women. The women entrepreneurs are empowered when they covert every obstacles into stepping stones to success. This is possible only by their dedicated and sustained performance. Hence, the performance of women entrepreneurs and problems faced by them are also studied.
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