7.1 INTRODUCTION

India is one of those countries which have accorded high priority to entrepreneurship development. In the post independence period, the Government of India felt the need for entrepreneurship development. Since 1950, a substantial amount of research and development has taken place in this area. The Entrepreneurship Development Programmes (EDPs) became the most novel approach. The process of EDP ranges from identification of appropriate candidates, imparting necessary skills and knowledge about financial, technical and managerial aspects of business, for developing, motivating and giving infrastructural support for establishing new business enterprises. Government of India has implemented several programmes in order to generate employment among unemployed youth. The rate of success of these programmes was not up to the mark, because of failure to identify the potential, interested, skilled persons and their willingness to learn new skills or to improve the existing ones and their readiness to become entrepreneurs. The present study is an attempt to analyze the entrepreneurship skills of women micro entrepreneurs in Sivaganga District of Tamil Nadu.
The specific objectives of the study are:

i) To study the socio-economic background and personal traits among the women micro entrepreneurs

ii) To examine the association between socio-economic profile variables and entrepreneurship

iii) To identify the factors influencing the initiation and management of the enterprise of women micro entrepreneurs

iv) To analyze the women micro entrepreneurs’ enterprise involvement and their performance

v) To identify the problems encountered by the women micro entrepreneurs and their attitude towards enterprise and

vi) To offer suggestions for the development of women micro entrepreneurs through SHGs.

For the purpose of the study, both the primary and secondary data have been employed. Primary data were collected through a well-structured and comprehensive interview schedule by personal interview method. A total of 300 sample beneficiaries were randomly selected from the taluks in Sivaganga District by adopting proportionate sampling technique. The data relating to the women micro entrepreneurs of Sivaganga district have been collected during the years 2011 and 2012.

The secondary data were collected from published and unpublished reports, handbooks, action plan and pamphlets of Director of Industries and Commerce, Chennai and District Industries Centre, Sivaganga.
The data collected have been analyzed with the following statistical tools: Chi–Square test is an important non-parametric test and is used as a test of independence between respondents’ profile and entrepreneurship and their attitude towards enterprising. The ‘t’ test is applied to find out the significant difference between two means of two group variables namely good and poor performers in the study. The F – test is applied in the present study to find out the significant difference among the samples regarding the particular variable and when the variables are in interval and the number of sample is more than two groups. Pearson’s product moment correlation co–efficient was adopted to find the degree of relationship between two variables namely personal variables and entrepreneurship, profile of the women micro entrepreneurs and their enterprise involvement, profile of the women micro entrepreneurs and problems perceptions. When a factor is dependent on more than one variable, correlation analysis will not reveal the relationship. For this purpose, the multiple regression technique was used to reveal the existence of linear relationship between dependent and independent variables such as: enterprise involvement index (dependent variable) and profile variables (independent variables); problem perception on various aspects of problems in enterprising (dependent variable) and profile variables (independent variables); the attitude on various business performance variables (dependent variable) and the overall satisfaction among the women micro entrepreneurs (independent variables); overall attitude towards enterprising (dependent variable) and profile variables (independent variables) which are in internal scale. Hence, the log linear multiple regression was applied for the analysis. Fisher’s Discriminant function analysis test was applied to analyze the interest of the independent variable which discriminate the two groups namely: women micro entrepreneurs versus non–women micro entrepreneurs; good performers versus poor performers and satisfiers versus dissatisfiers. In order to find out the factors motivating, initiating and managing of the enterprise, Factorial analysis has been employed.

7.2 SUMMARY OF FINDINGS

The following are the major findings of the study:
It is found that the dominant age group among the women micro entrepreneurs is 41 to 50 years, which constitutes 34.00 per cent, followed by the age group of 31-40 years constituting 28.00 per cent.

A maximum of 46.67 per cent of the entrepreneurs possess college level education, followed by 27.33 per cent possessing school level education.

About 56.67 per cent of the respondents belong to backward / most backward class, while 31.67 per cent is from forward class. Only 11.66 per cent is from scheduled caste/scheduled tribes.

A majority (65.67 per cent) of the entrepreneurs are under nuclear family system. Further, 56.00 per cent of the women micro entrepreneurs is married and 50.00 per cent has a family of four to five members. Women micro entrepreneurs who are having either one or two earning members per family account for 80.00 per cent.

In the aggregate, 32.67 per cent of women micro entrepreneurs has a material possession of Rs.1,00,001 to Rs.2,00,000 and 17.00 per cent has a material possession upto Rs.50,000. Women micro entrepreneurs whose personal income is Rs.2,001-Rs.3,000, account for 30.67 per cent, whereas 12.66 per cent earn a monthly income of Rs.3,001-Rs.4,000 per month. About 37.67 per cent of the women micro entrepreneurs earns the monthly income of Rs.3,001 to Rs.5,000.
A majority (42.00 per cent) of the women micro entrepreneurs’ average monthly family expenditure is from Rs.3,001-Rs.4,000 and only 8.00 per cent of the women micro entrepreneurs spends average monthly family expenditure upto Rs.2,000. A majority of the women micro entrepreneurs (35.33 per cent) have no savings.

The important personality traits variables among the women micro entrepreneurs are decision-making ability (3.36), attitude towards self-employment (3.26), problem recognition (3.25) mass media exposure (3.24) and 33.00 per cent has a personality index of 41-60.

The most involved entrepreneurship variables among the women micro entrepreneurs and average score are individuality (3.76), risk taking (3.52), profit orientation (3.51), time management (3.46) and creativity (3.41). An analysis of entrepreneurship index among the women micro entrepreneurs reveals that a majority (33.67 per cent) are having an index of 41-60.

Analysis of Chi-square results indicates that among the socio- economic profile variables, age, education, family size, earning members per family, occupational background, monthly income of the respondents and family income per month are significantly associated with the entrepreneurship.

Correlation analysis shows that the relationship between entrepreneurship and personal variables, namely, decision making ability, economic
motivation, managerial ability, problem recognition and risk taking willingness are significant at 5 per cent level.

- Factor analysis reveals that the important variables that influence the initiation and management of an enterprise are economic independence, self-interest and technical knowledge. The eigen values show the most important factors among the four factors which influence the establishment of the enterprise are achievement and support factor.

- It is found that a majority of the entrepreneurs (20.66 per cent) are engaged in doll making and only 4.67 per cent are engaged in snacks making. It is also observed that the main sources of capital for women micro entrepreneurs are own/spouse (56.33 per cent) and only 15.00 per cent depends upon chit funds. A majority (47.33 per cent) of the women micro entrepreneurs have 3 to 5 years of experience, while 34.67 per cent has experience above 5 years. A majority of the entrepreneurs (28.00 per cent) are getting an average monthly returns from the enterprise to the tune of Rs.10,001-Rs.15,000, while 21.00 per cent of women micro entrepreneurs earns an average monthly returns of Rs.5,001-Rs.10,000. Only 15.34 per cent of the women micro entrepreneurs earns average monthly returns of above Rs.20,000.
Enterprise involvements among the entrepreneurs aged up to 30 and above 50 are 3.5961 and 2.8611 respectively. There is a significant difference among the women micro entrepreneurs of different age groups with regard to factors of enterprise involvement namely sources of inspiration, help during setting up stage, major decisions, pride in being entrepreneurs, membership and future plan and overall involvement, since their respective F-statistics are significant at 5 per cent level.

Higher level of education among the women micro entrepreneurs indicates greater enterprise involvement, since the overall involvement index increases from 2.6811 (technical education) to 3.0826 (college level). There is a significant difference among the level of education of the respondents and enterprise involvement variables, namely, sources of inspiration, managing various functions, satisfaction, future plan and overall involvement.

There is a significant difference among the women micro entrepreneurs belonging to different castes and enterprise involvement variables, namely, sources of inspiration, help during setting up stage, managing various functions, pride in being an entrepreneur, membership and future plan. Regarding the overall involvement, there is no significant difference
identified among the women micro entrepreneurs belonging to different castes.

- There is a significant difference among the women micro entrepreneurs belonging to marital status and enterprise involvement variables, namely, sources of inspiration, help during setting up stage, managing various functions, satisfaction, training and future plan. There is no significant difference among the marital status and overall involvement.

- There is a significant difference among the different earning members per family and enterprise involvement variables, namely, sources of inspiration, major decisions, pride in being an entrepreneur and future plan.

- The mean of enterprise involvement has increased from 2.3141 in the case of those who are Government employees to 3.6411 among the women micro entrepreneurs who are private employees. There is a significant difference among the women micro entrepreneurs under different occupational background and enterprise involvement variables, namely, sources of inspiration, satisfaction, pride in being an entrepreneur and overall involvement.

- There is a significant difference among the women micro entrepreneurs under different material possession and enterprise involvement variables, namely, sources of inspiration, membership and future plan.
There is a significant difference among the women micro entrepreneurs’ monthly income and enterprise involvement variables, namely, help during setting up stage, major decisions and time spent towards unit related work, whereas no significant difference among the women micro entrepreneurs is identified regarding the overall involvement.

There is a significant difference among the women micro entrepreneurs under different family income and enterprise involvement variables, namely, help during setting up stage, time spent towards unit related work and training.

The mean score of overall involvement among the entrepreneurs who have a personality traits index of 21 to 40 is 2.0681 and it rises to 3.2243 among the entrepreneurs who have a personality traits index above 80. There is a significant difference among the personality traits index and enterprise involvement variables, namely, sources of inspiration, managing various functions, major decisions, pride in being an entrepreneur, membership, future plan and overall involvement.

The good and poor performers in enterprise significantly differ in a few enterprise involvement variables, namely, sources of inspiration, help during setting up stage, managing various functions, time spent towards
unit related work, pride in being an entrepreneur, future plan and overall involvement.

- Correlation Analysis reveals that the profile variables which are significantly positively associated with the enterprise involvement index are education, earning members per family, occupational background, family income and personality traits. However variables, namely, the age and family size are negatively correlated with enterprise involvement index.

- The Regression Analysis shows that the significantly influencing profile variables with enterprise involvement index are age, education, family size, earning members per family, occupational background and personality traits. One per cent increase in age and family size results in a decrease in enterprise involvement by 0.1135 and 0.1406 per cent respectively.

- Twenty four per cent of the women micro entrepreneurs perceive that enterprising is highly problematic. The important problems in enterprising are shortage of finance, acute competition, defective marketing arrangement and high cost of capital. Among the women micro entrepreneurs, 15.67 per cent perceive that enterprising is non-problematic.

- The important problems that are identified by good performers are lack of innovation, higher credit sales and lack of time. Poor performers stated that
the shortage of finance, high cost of capital and acute competition are the
important problems. There is a significant negative correlation between
problems perceptions and the profile variables such as education, earning
members per family, occupational background, monthly income of the
respondents, family income, personality traits and enterprise involvement
index.

- The significantly influencing profile variables on the problems perceptions
  among the entrepreneurs are age, education, family size, occupational
  background, personality traits and enterprise involvement index.

- Discriminant function analysis shows that the factors, namely, personal
  traits, enterprise involvement index, education, occupational background,
  family income, earning members per family, age, monthly income, family
  size, nature of family, sex and marital status discriminate non-problem and
  problem perceived entrepreneurs.

- A majority of the women micro entrepreneurs (20.33 per cent) are
dissatisfied with the enterprises and 17.67 per cent is highly satisfied. Chi-
square test reveals that the variables, namely, age, education, occupational
background, personal traits and enterprise involvement index significantly
influence the attitude of the entrepreneurs towards enterprising.
Further, it is observed that a significant difference among the satisfied and dissatisfied is found in all aspects of business except marketing, bad debts, competition and management. Regression analysis shows that the attitude towards profit are cash flow and future scope of the enterprise.

The significantly influencing profile variables on the overall attitude towards enterprising are age, occupational background, monthly income and enterprise involvement index. The discriminant function analysis reveals that the variables, namely, enterprise involvement index, monthly income, education, occupational background, age, family income, marital status, earning members per family, family size, material possession and nature of family discriminate the satisfied and dissatisfied among the women micro entrepreneurs.

### 7.3 SUGGESTIONS

Based on the findings, the following suggestions are made for the improvement of women micro entrepreneurs:

- To instill confidence among the members of SHGs, intensive training should be given to the aspirants for setting up work units, so that some group work units may be established. For marketing their goods, practical strategies need to be worked out.
The major problems, which are perceived as throwing spanners in the act of entrepreneurship, are purely socio-economical and psychological. To enhance the women micro entrepreneur’s talent and experience in business, proper skill-oriented training should be provided. Educational institutions should offer courses, which will help to inculcate the entrepreneurial skill among the women micro entrepreneurs. Women micro Entrepreneur’s managerial skills always boost the satisfaction level and the image of women micro entrepreneurs in the society. They can consistently and constantly increase their level of education. They try to have good rapport with the various financial, technical institutions and organizations and different Government Departments engaged in entrepreneurship development activities.

The Entrepreneurial Development Programme Models need to be more dynamic and flexible to the needs of the women micro entrepreneurs.

The study highlights that some of the NGOs and banks in the district have realized their crucial role in entrepreneurial development. However, the performance of many of the NGOs is far from satisfactory in this direction. So, the Government should monitor them and check the registering of fake entrepreneurs and misuse of funds and incentives.
received from the Government and foreign agencies and they may be encouraged in taking up the real women issues.

- It is observed that while analyzing the strength and weakness and personality traits, most of the women entrepreneurs are lacking in entrepreneurial skills. So, the entrepreneurial development programmes must select those women with actual entrepreneurship aptitude and inculcate their skills for setting up and opening the business units and also train and motivate them to be capable of perceiving and exploiting new business opportunities.

- From the analysis, it is indicated that education was found to be an important influential factor for entrepreneurship. So, the Government should create awareness of education to the women, through programmes that insist on eradication of illiteracy and bringing back the school dropouts to the formal education system with the help of voluntary agencies. The NGOs and the SHGs should involve seriously in eradicating not only illiteracy, but also the main cause of this, poverty.

- It is observed that a majority of the women entrepreneurs did not like to move out from their native places so as to develop themselves within the areas of their business location. This could be avoided only by
enlightening them on business avenues. The seminars, audio-visual aids, tours, booklets, etc., could help in this respect.

- The success stories of existing women entrepreneurs should be disseminated to others to update their knowledge about entrepreneurship. The news bulletin for SHGs bearing information should be made available to every SHG and publicity through T.V. Interviews with successful women entrepreneur should also help to develop new entrepreneurs. Information Technology Centres may be established in each and every Taluk Head Quarters, so that the entrepreneurs need not go to many institutions to know about different services offered to them. Meeting for the members for sharing their difficulties and achievements in entrepreneurial ventures should be arranged periodically.

- Based on the differences in various indicators of women’s performance skills and knowledge indicated by this study, it is suggested that the Government and voluntary agencies should play an active role in encouraging women to take up challenges and in addressing gender inequalities within the household and the community. Also the very small numbers of women are reporting a positive impact in relation to some of the entrepreneurship indices, and the apparent absence of others. It is suggested that women’s entrepreneurship is not an automatic result from
participating in SHGs and that there is scope for promoting it far more explicitly than what has been practiced already.

- During the last decade, the commercial banks through their branches have touched with micro credit less than 15 per cent of the people living below the poverty line in rural areas. Hence, it is desirable to widen the coverage of the programme in all villages, especially in the drought prone and backward areas. Also, it is expected that the population of Scheduled Castes and Tribes, in close collaboration with accredited NGOs could promote the SHGs, train and link them with micro-credit. The State Government and voluntary institutions should create conducive environment and social infrastructure for the growth of sustainability of entrepreneurship among them.

### 7.4 CONCLUSION

Thus, it is concluded that the new generation women micro entrepreneurs should take cognizance of the entrepreneurial environment with a practical and theoretical understanding of entrepreneurship. Skill upgradation on aspects like marketing strategies should be constantly updated through proper networking facilities. The training on marketing and information technologies would determine the success of entrepreneurs. The mass media influence on social behavior is quite significant.

It is hoped that this study has done a little to make the pathway easier for others to follow in the days and years to come. The best is yet to be!
The dissertation has gone into an in-depth study of the socio-economic background and personal traits of the prospective women micro entrepreneurs. It has been possible, to a large extent, to identify the factors that ultimately distinguished between good and poor performers of entrepreneurship. The findings of the study though confined to a small geographical area have wider relevance to entrepreneurship.

7.5 SCOPE FOR FURTHER RESEARCH

A few suggested areas for further research are:

1. Role of commercial banking schemes on the growth of entrepreneurship.
2. Study of entrepreneurial motivations.
4. Role of entrepreneur in economic development.
5. Entrepreneurship in two wheeler workshops.