CHAPTER VI

FINDINGS, CONCLUSION AND SUGGESTIONS

6.1 Introduction

6.2 Personal Profile of the Respondents

6.3 Entrepreneurship Experience of Women

6.4 Borrowing Pattern of Women Entrepreneurs

6.5 Training Input of Women Entrepreneurship

6.6 Motivating Factors of Women Entrepreneurs

6.7 Problems in the Commencement of the Business

   6.7.1 Reasons for Business Failure

   6.7.2 Marketing Problems of Women Entrepreneurs

6.8 Economic Impact through Entrepreneurship

6.9 Benefits of Women Entrepreneurs

6.10 Opinion for the Success of Business

6.11 Testing of Hypothesis

6.12 Risk Management of Women Entrepreneurs

   6.12.1 Peculiar problems of Women in Business

   6.12.2 Risks in Business

6.13 Managing the Risk

6.14 Constraints in the Business

6.15 Conclusion

6.16 Suggestions

6.17 Scope for Future Study
CHAPTER VI

FINDINGS, CONCLUSION AND SUGGESTIONS

6.1 Introduction

Women entrepreneur is a person who accepts challenging roles to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff. But a new talent pool of women entrepreneurs is forming today, as more women opt to leave corporate world to chart their own destinies. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.
The educated women do not want to limit their lives within the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Women are considered as weaker sex and always made to depend on men folk in their family and outside, throughout their life. The Indian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure. While at least half the brainpower on earth belongs to women, women remain perhaps the world's most underutilized resource. Despite all the social hurdles, India is brimming with the success stories of women. They stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They manage to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs. Though the Indian women are courageous and committed enough in discharging their responsibilities, at times they face difficulties in getting success in their endeavours due to many reasons. Hence this
study is an attempt to identify and to analyse the underlying factors and to find solutions for the same. The survey has been undertaken among the chosen 250 women entrepreneurs as sample and the survey results are summarized as below.

6.2 Personal Profile of the Respondents

The personal profile of the sample respondents shows that majority of the respondents fall in the age group of 30 to 50 with low rate of literacy, 70 percent married, living in nuclear families with few members in their families, more than fifty percent own houses with good roofing and with the maximum of 2 members as earning members in the family. About 76 percent of the respondents were able to earn an income of nearly Rs. 100000 whereas the rest 24 percent were able to earn more than Rs. 100000 per year.

6.3 Entrepreneurship Experience of Women

As far as the nature of the enterprises is concerned, the women entrepreneurs deal with beauty parlor, tailoring and garment sales, petty shops, handicrafts, S T D Booths, xerox and coir industry, catering services and computer typing centres. Out of the total respondents 75 percent of the respondents do business jointly as a group others do the same individually with reasonably good business experience. Stock accumulation is the main problem in business and as such 47 percent of the respondents are not ready to dispose the stock immediately but they hoard it in expectation of higher prices, 30 percent doesn't bother about the prices but like to dispose off the stock with reduced price whereas 19 percent accumulate the stock and the remaining 4 percent sell it without any profit.
6.4 Borrowing Pattern of Women Entrepreneurs

Majority of the respondents have the practice of borrowing from banks and Self Help Groups (71%) which is followed by Indigenous Bankers (10%), Insurance Company (9%), Chit Fund (7%) and Money Lenders (4%). The purpose of getting loan and the utilization of the loan amount may differ from person to person due to various reasons. From among the sample respondents 38 percent got the loan for the purpose of the business, 34 percent for purchasing the raw materials, 15 percent for family expenditure, 9 percent for purchasing land for the business and the remaining 4 percent to purchase household articles. Regarding the repayment of loan, 82 percent were able to give prompt payment. Among the sample group, 38 percent were able get the loan amount within 15 days, 29 percent within a month and for 22 percent the time lag is more than a month and for the balance 11 percent within a week time.

6.5 Training Input of Women Entrepreneurship

Among the sample group, 85 percent have got training and among them 35 percent have got small scale industrial training, 27 percent on beautician, 20 percent on tailoring and the balance 18 percent got training for various computer programmes. Regarding the period of training 45 percent have got the training for more than one month, 24 percent one week training programme, 20 percent 15 days and the remaining 11 percent one month training. Hence it is ascertained that the period of training is not adequate for a viable entrepreneurship. With regard to the opinion of the training 42 percent have the opinion that they had benefited a lot, 27 percent of them feel that the training
programme is fairly good, 18 percent feel that the period must be extended, 13 percent feel that they need more technical knowledge.

6.6 Motivating Factors of Women Entrepreneurs

Training is widely available to impart skill and expertise in various fields especially to women through various agencies under various schemes. As per Garrett test, it is revealed that the training input, low level of literacy, unemployment, self interest, resource availability, convenience, to earn additional income, better time management and to overcome poverty are the motivating factors for women to become entrepreneurs. It is known from the multi correlation analysis that the variable ‘Unemployment’ has significant relationship with poverty, self interest is due to low literacy level, convenience, poverty and additional income, time management and additional income have significant relationship with convenience, poverty and resources availability force them to take up trainings, income generation is the result of self interest, convenience and resources availability and the time management is possible due to convenience. Therefore it is ascertained that self interest, convenience, income generation and poverty were the major factors which motivate the women to take up self employment business. Further the motivating variables are grouped into factors named as self motivation and forced motivation.

6.7 Problems in the Commencement of the Business

As per Garrett ranking, it is noted that the problems in commencing the business are mainly due to the finance that is in raising capital, non-availability of skilled workers, non-availability of raw materials, lack of family support, more formalities, lack of entrepreneurial traits, finding suitable
market, location disadvantages, lack of motivation and lack of government support. As per the t test and other related tests it is noted that non-availability of suitable place is the main problem for women workers to commence the business. It is identified through factor analysis that procedural constraints, location constraints and financial constraints are the constraints faced by the sample group. Therefore it is ascertained that for the women entrepreneurs in the district raising the capital is an easy task than to fulfill the formalities and to select a suitable location for their business.

**6.7.1 Reasons for Business Failure**

The reasons for the failure are mainly due to inadequate skill, lack of strategies, mismanagement, inadequate training, high competition, quality maintenance, low investment, inadequate loan facilities, non-availability of raw materials, stock accumulation, low income, non co-operation of partners, lack of marketing ability, non cooperation of family members and low marketing facilities. Further mismanagement, structural weakness, product quality and lack of support are the factors which causes business failure for the women entrepreneurs in the district.

**6.7.2 Marketing Problems of Women Entrepreneurs**

It is known from the opinion of the sample respondents that consumers' attitude is the basic problem which determines the success and failure of the business. The other problems are low price, seasonal variation, market trend, transport charges, lack of exposure, lack of marketing facilities, lack of storage facilities, and interference of the agents and perishable nature of the products. Attitude of customers and finding suitable price for their products are
the most acute problems the women entrepreneurs face in their day to day business operations. As per correlation analysis, it is ascertained that lack of exposure and the interference of agents are the major hindrances which determines the success of marketing by the women entrepreneurs. The variables are categorized into factors and tastes and preferences, market infrastructure and seasonal variations were considered to be the major factors which affect the marketing of women entrepreneurs.

6.8 Socio Economic Impact through Entrepreneurship

6.8.1 Economic Impact through Entrepreneurship

It is known from the survey that change is more and notable in case of earnings, expenses, investments, savings, purchase of kitchen utensils and is reasonable in case of fixed assets business assets, and the change is not apparent in case of debt position. The impact is apparent in case of income generation which is followed by spending pattern coupled with savings and investment and the purchase of kitchen utensils too which directly increases the standard of living of the entrepreneurs whereas the change is not apparent in acquiring assets like house durables, business assets and fixed assets.

6.8.2 Social Impact through Entrepreneurship

The survey with regard to the social impact reveals that the sample respondents are able to improve their social participation, gain respect in the society, self reliance, self confidence, risk taking capacity, power in the society, social recognition, decision making capacity, public relation, managing ability, executing powers, and economic independence. The social impact is high in the variables like acquiring knowledge, social participation, improvement in the self
image, positive attitude, improvement in the skill, leadership qualities, communication skill, freedom, standard of living, fellowship, self confident, problem solving capacity, respect in the family, respect in the society and change in the life style. The analysis shows that the women entrepreneurs are yet to improve in the social qualities like social awareness, decision making ability and public participation.

6.9 Benefits of Women Entrepreneurs

Due to entrepreneurship women have excelled in many fields both in the form of monetary benefits and non monetary benefits. Through correlation analysis it is apparent that women get independence that lead them to manage their family well, enable them to save, get economic freedom, gain good fellowship, manage time and to get both social awareness and social participation. Family management is possible with the help of proper savings, economic freedom, fellowship with others, time management and social awareness. Savings help them to lead an independent life, management of family better, economically viable, gain good fellowship, manage time better, gain social awareness and social participation. Self confidence is acquired through better time management, social awareness and social participation. Through economic freedom, they were able to get recognition in the society. Better time management and social awareness give them the room for social participation. Therefore, it is concluded that the women entrepreneurs in the district were able to benefit both economically and socially. Social empowerment and economic empowerment are the factors that give much benefit to the women entrepreneurs.
6.10 Opinion for the Success of Business

The variables such as hard work, business skill, reinvestment of income, adequate loan facilities, modern training facilities, support from the public, more investment opportunities, more market facilities, partner’s cooperation and government support were as per order known to be the supporting elements for the success of the business as per the opinion of the sample group. Hard work helps the women to explore more market facilities. Partner’s cooperation helps them to acquire special skills in the business and in reinvesting the income into business again, through adequate loan facilities, they can make the reinvestment, modern training and also get more partners and their support. Support from the public help them for the extension of the business and to improve the skill of business. It is the government support which makes them united and powerful.

6.11 Testing of Hypothesis

Among the chosen variables as risk predictors, it is concluded that the reasons for business failure has significant relationship with the problems in commencing the business, motivators of business and marketing problems and so it is concluded that business failure is the major problem which need to be tackled by the women entrepreneurs. The marketing problems are in no way related to the problems in commencing the business, motivators of business and benefits of women entrepreneurs. The benefits of women entrepreneurs neither depend on the problems in commencing the business nor motivators of business but are fully depending on the reasons for business failure. Hence it is again
concluded that the business failure is the only reason which determines the success of women entrepreneurs.

6.12 Risk Management of Women Entrepreneurs

6.12.1 Peculiar Problems of Women in Business

As women, the peculiar problems faced by them were discouragement from society, non-co operation, cheating by officials, discouragement from family, insult, cheating by employees, cheating by dealers, unrecognizing and cheating by society. Hence, they are facing the problems right from the family and the society at large in various perspectives. The variable non cooperation leads to discouragement from family and insult and this insult gives them unrecognition and cheating by dealers. As insult and discouragement have significant relationship with each others these two variables are considered as the most vital and peculiar problems of women in the field of their enterprises. Other variables have no significant relationship with one another.

6.12.2 Risks in Business

Generally risk is a common factor in any kind of business and the women entrepreneurs have no exception to it. The major risks faced by the women entrepreneurs were: high competition, low sales, less profit, outdated product, perishable nature of the product, seasonal changes, changes in technology, overstock, location disadvantage and the problem of transporting the goods. Low sales are due to outdated product, overstocking leads to the perishable nature of the product. The causes for less profit are seasonal changes, location disadvantage and the problem of transport and the problem of transport has close relationship with the location disadvantage. The other variables have no
significant relationship with one another. Further the business risks are identified in the form of risk on profit, risk on inventory, risk on technology and risk on product.

6.13 Managing the Risk

Steps taken to increase the volume of sales

The steps taken by the women entrepreneurs to increase the sales were to issue the products and services in a more attractive way, change of style, change of flavor, change of package and change of colour. The strategy followed by the women entrepreneurs to overcome competition is by improving the usage of product, reducing the cost of production, change of strategies, improve the quality of the product, reducing the price, adopting new technology and by concentrating in intensive advertisement. The better way to increase the number of customers were by creating rapport, improving good relationship, asking for feedbacks, prompt after sales service, extending credit facilities, providing quality products, production as per the specification and by accepting sales return. To be a successful women entrepreneur, they need family support, self confidence, government support, customer’s support, managing ability, self determination, financial background, experience, hard work and then the nature of the product.

6.14 Constraints in the Business

Financial Constraints

Finance is the backbone and the life blood of any kind of business whether it is small or big irrespective of the nature of business and the type of individual. As per the opinion of the sample respondents, it is understood that the
financial constraint is due to absence of property in their own name, dislike among the financial institutions to grant loan for the women entrepreneurs, regular need of finance, limited working capital and inadequate amount granted by financial institutions. Among the total respondents, 55 percent had the opinion that the financial constraint is more for them, 28 percent feel that it is moderate and for 17 percent it is low.

Technological Constraints

Technological constraints are common in most of the business in general and to small business in particular. The variable ‘lack of technical knowhow in business’ stands first as technological constraint which is followed by infeasibility of work in project round the year, lack of innovations in business, lack of specialized skill to work and lack of awareness of opportunities. Among the sample group, 68 percent were of the opinion that the technological constraint is high for them, for 22 percent it is moderate but for 10 percent it is low.

Marketing Constraints

Marketing constraints are in no way exempted from any kind of business whether it is run by men or women. The women entrepreneurs feel that they too have marketing constraints because of competition from large units, difficulty in collecting debts from the customers, lack of suitable advertisement, dependability of intermediaries due to lack of mobility and lack of marketing expertise. Out of the total respondents, 72 percent had the opinion that the marketing constraints are more for them, 23 percent feel that it is moderate and for 5 percent it is low.
Socio-Psychological Constraints

Socio-psychological system plays a very important role in everybody's life which is true in case of women entrepreneurs too. As per the opinion of the sample group, the major constraint is due to male domination which is followed by lack of confidence in women’s ability, conflict due to dual responsibility, lack of sound contacts and lack of motivation from the family. It is noted from the analysis that 53 percent of the respondents go along with the high score as they felt that the Socio-psychological constraint is more for them and the same is moderate for 34 percent of the respondents and for 13 percent it is at low level.

Personal Constraints

Usually the likes and dislikes of individuals differ with their nature and activities. Here the major constraints faced by the sample group are poor risk taking ability, lack of emotional maturity, lack of leisure time and other activity, lack of systematic planning and working and exclusive burden of work and responsibility. The survey shows that 54 percent of the respondents undergo high personal constraints, 33 percent moderate and 13 percent undergo low constraints.

Managerial Constraints

Inadequate incentives of the government is the prime reason under managerial constraints which is followed by provision of technical training by limited institutions, complicated procedure, non-co operative attitude of the employees and delay in taking decision at various levels, inadequate incentives of the government. Almost 55 percent of the respondents felt that managerial
constraints are more for them whereas for 31 percent it is moderate and for 14 percent it is low.

On an average, the highest score for high in all aspects to the extent of 60 percent, 28 percent for moderate and 12 percent for low level. However, it is specifically noted that marketing and technological problems are the most felt problems as far as the women entrepreneurs are concerned. The socio-psychological problems are lesser than other problems and it is understood that the women have come out of the problem considerably.

It is apparent from the analysis that the business risks faced by the women entrepreneurs have direct impact on overcoming the competition but has no impact on the peculiar problems of women, ways to increase the customers and the factors leading to success. Therefore it is concluded that the business risks are common to all irrespective of being women as entrepreneurs whereas the ways they follow to overcome the competition lead them towards success in their entrepreneurship.

6.15 Conclusion

Indian women business owners are changing the face of business today, both literally and figuratively. The dynamic growth and expansion of women-owned business enterprises is one of the defining trends of the past decade, and all indications are that it will continue unabated. For more than a decade, the number of women-owned business enterprises has grown at one-and-a-half to two times the rate of all business enterprises. Even more important, the expansion in revenues and employment has far exceeded the growth in numbers. With relevant education, work experience, improving economic conditions and
financial opportunities, more women around the world are creating and sustaining successful business ventures. This will not only have an impact on the economies of the countries in which women own their businesses but also will change the status of women in those societies. The survey among the sample women entrepreneurship in Kanyakumari District shows both negative as well as positive strides among the sample group as they could acquire benefits and face difficulties too in their course of enterprise. The risks they face are of various forms and they could tackle all the hurdles except the marketing hurdles. At the same time they are able to empower themselves both socially and economically.

Women's entrepreneurship is both about women's position in society and about the role of entrepreneurship in the same society. Women entrepreneurs face many obstacles specifically in market their product including family responsibilities that have to be overcome in order to give them access to the same opportunities as men. In addition, in some countries, women may experience obstacles with respect to holding property and entering contracts. Increased participation of women in the labour force is a prerequisite for improving the position of women in society and self-employed women. Particularly the entry of rural women in micro enterprises will be encouraged and aggravated. Rural women can do wonders by their effectual and competent involvement in entrepreneurial activities. The rural women are having basic indigenous knowledge, skill, potential and resources to establish and manage enterprise. Now, what is the need is knowledge regarding accessibility to loans, various funding agencies procedure regarding certification, awareness on government welfare programmes, motivation, technical skill and support from
family, government and other organization. Moreover formation and strengthening of rural women entrepreneurs’ network must be encouraged. Women entrepreneur networks are major sources of knowledge about women’s entrepreneurship and they are increasingly recognized as a valuable tool for its development and promotion. This network helps to give lectures, printed material imparting first hand technical knowledge in production, processing, procurement, management and marketing among the other women. This will motivate other rural women to engage in micro entrepreneurship with the right assistance and they can strengthen their capacities besides adding to the family income and national productivity.

6.16 Suggestions

1. Accessibility to Finance: Access to finance is a major stumbling block for women. Women have limited access to information and business contacts and they may have difficulty in meeting the requirements for funding because they have insufficient collateral, or their business does not conform to traditional models or sectors. Finance is regarded as “Life Blood” for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. Women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. Given such situation, women entrepreneurs are bound to rely on their own savings, if any and loans from friends and relatives who are expectedly meager and negligible. Thus, women enterprises fail due to the shortage of finance. In various public financial institutions and banks special cells may be opened for providing easy finance to women entrepreneurs. These
cells should be manned by women officers and clerks. The sample entrepreneurs also suffer due to financial difficulties and with the burden of debt. Efforts should be made to provide finance at the local level. Finance to women entrepreneurs may be provided at concessional rates of interest and on easy repayment basis.

2. **Enhancement Marketing Infrastructure**: One of the major problems reported by the sample women entrepreneurs is the marketing problems they encounter. For marketing their products, women entrepreneurs are often at the mercy of middlemen who pocket large chunk of profit. Although the middlemen exploit the women entrepreneurs, the elimination of middlemen is difficult because it involves a lot of running about. Further, women entrepreneurs find it difficult to capture the market and make their products popular. This problem is all the more serious in the case of food production and processing ventures. To overcome such problems, Encouragement and assistance should be provided to women entrepreneurs for setting up cooperatives. These cooperatives will pool the inputs of women enterprises and sell them on remunerative prices. Such cooperatives will help to eliminate the middlemen. Central and state government should give priority to women entrepreneurs while purchasing their requirement.

3. **Smooth Supply of Raw Materials**: Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs. Added to this is the high price of raw material, on the one hand, and getting raw material at the minimum of discount, on the other. Scarce and imported raw materials may be made available to women entrepreneurs on priority basis. A subsidy may also be given to make the products manufactured by women entrepreneurs cost competitive.
4. **Education and Awareness:** In India, around three-fifths of women are still illiterate. Illiteracy is the root cause of socio-economic problems. In the study area too nearly 25 percent have come up to the level of degree and technical education. Due to the lack of education and that too quality education, women are not aware of business, technology and market knowledge. Also, lack of education causes low achievement motivation among women. Thus, lack of education creates problems for women in the setting up and running of business enterprises. It is necessary to change negative social attitudes towards women. Elders, particularly, mothers and mothers-in-laws, need to be made aware of the potentials of girls and their due role in society. Unless the social attitudes are made positive not much progress can be made by women entrepreneurs.

5. **Training Facilities:** From among the sample respondents, only 85 percent were able to get training on various fields. Training and skills are essential for the development of entrepreneurship. Training schemes should be so designed that women can take full advantage. Family members do not like women to go too far off places for training. Therefore, mobile training centre should be arranged. Similarly, part time training facilities like stipend, good hygienic crunches, transport facilities and so on, should be offered to attract more and more women to the training centers. Training programs and workshops for every type of entrepreneur is available through the social and welfare associations, based on duration, skill and the purpose of the training program. Such programs are really useful to new, rural and young entrepreneurs who want to set up a small and medium scale unit on their own. Proper awareness of such programmes should be given to the women entrepreneurs.
6. **Networking:** Networking is a powerful tool by which entrepreneurs use a wide variety of contacts to help them achieve their business and professional objectives. Networking gives them greater access to information, new clients and people with similar business interests. Networking is particularly important for women, who generally have more limited access to information and business contacts, whether through membership of trade organisations, business networks or sports clubs. Traditional role patterns persist and the combination of running a business and managing the home leaves little time for other activities. Furthermore, women are used to being self-reliant when it comes to meeting their own needs. They have to learn that their business objectives can often be met more effectively through collaboration with others. Women remain largely absent from positions of influence and power. Joining forces is one way of ensuring that their views are taken into account.

7. **Change in the Social Attitudes:** The biggest problem of a woman entrepreneur is the social attitude and the constraints in which she has to live and work. The study shows that almost 87 percent of the women entrepreneurs do suffer from the socio-psychological problems due to various reasons within the family and the society. Despite constitutional equality, there is discrimination against women. In a tradition-bound society, women suffer from male reservations about a woman’s role and capacity. In rural areas, women face resistance not only from males but also from elderly females who have accepted inequality. The overbearing presence of elders restrains young girls from venturing out. Rural women have the potential but they are not properly trained. It is believed that a skill imparted to a girl is lost when she gets married.
Therefore, girls continue to be helpers in agriculture and handicrafts and do not become entrepreneurs. In a male dominated society, women do not get equal treatment and male ego puts barriers in their progress.

8. Risk Tolerance: All business ventures carry risk because one doesn’t know what may happen. It doesn’t matter how well things look and have tested. In order to handle the ups and downs associated with running a business, one should have a good risk tolerance. Women in India lead a protected life. They are less educated and economically not self-dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk-bearing is an essential requisite of a successful entrepreneur. The study has analyzed various risk and risk management measures taken by the women entrepreneurs to be successful in business. Among the identified risk factors, ‘marketing risk’ is the greatest risk and need to be tackled by the joint effort of the society in general and the government in particular.

9. Personal and Professional Strengths: A huge part of growing a successful business is being able to grow from the inside out. Being able to look inward and pinpoint those strengths that will help one grow and thrive is an invaluable success tool. Recognizing, nurturing and using the personal and emotional strengths are extremely important entrepreneurial skills. Successful women in business learn how to empower themselves with the professional and personal skills that keep them going forward. Research shows that happy people make more money. An unhappy or discontented business owner is often not at the top of her professional game. Hence, balancing of work and life is very important in the lives of women entrepreneurs to get success results out of their venture.
10. Supportive Environments: A woman’s entrepreneurial efforts have a greater chance of success if one has the support of her partner, family and the wider business community. One must therefore develop a strategy to ensure that her personal and business environment helps, rather than hinders, her business. Husbands and family may have expectations related to the traditional role of wife or mother, which the woman may have difficulty meeting in her new role as entrepreneur. A family’s lack of understanding, conflicting demands on her time, and the challenges of running a business can create considerable stress for the woman entrepreneur. The situation can become more difficult if financing the business involves the husband guaranteeing a loan or pledging family assets. Projects must be sensitive to the social and cultural contexts in which women operate and help them develop strategies to ensure the most supportive environment. Women must give continuous attention to every aspect of their environment, whether political, physical, economic, social or domestic. They need to keep themselves well informed and take action to ensure and maintain good personal and business relationships.

11. Market-Oriented Risks: Women entrepreneurs do not have organizational set-up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises. To overcome such a tough situation women entrepreneurs can be educated to be aware of various risks and their consequences so that they can be prepared for the same. Stiff competition in the market and lack of mobility of women make the dependence of women
entrepreneurs on middleman indispensable. Many business women find it
difficult to capture the market and make their products popular. They are not
fully aware of the changing market conditions and hence can effectively utilize
the services of media and internet.

6.17 Scope for Future Study

- Women entrepreneurs both in the organized & unorganized sector can be
  studied with comparison
- The impact of women entrepreneurs in traditional and modern industries
  can be identified and studied
- The potentiality of women entrepreneurs in urban and rural areas can be
  compared
- Women entrepreneurs in large scale and small scale industries can be
  surveyed.
- Similar studies may be conducted to bring out the success of single
  woman and joint venture enterprises.
- As the district is having a large pool of industrial opportunities, studies
  can be conducted to know the scope of women entrepreneurs both in the
  field of agro based industries and other allied industries.
- Studies can be narrowed to bring out the hidden leadership and other
  skills of women in the field of entrepreneurship.
- The training impact on women entrepreneurs may be of great help to the
  policy makers to device suitable and viable policies to suit the needs of
  women entrepreneurs.
• The various possibilities of the women to become entrepreneurs can be explored and imparted along with the curriculum itself.

• Awareness on various schemes for women can be brought out along with the utilization of the same both to the educated and low literates.