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CONCLUSIONS AND RECOMMENDATIONS

8.1 INTRODUCTION

Constitution of India guarantees equality of status to women in India. Besides the constitutional provisions, policy makers are making every effort for the development of women in India through five-year planning. Various schemes and programmes are designed and implemented by the government for the benefit of women section in the society. Various entrepreneurial support organizations are functioning for entrepreneurship development amongst women. Changing socio-economic environment is also favorable for economic development of women. Women are entering into the field of entrepreneurship. Initially women were found in traditional business fields; but now women are found in almost all business fields. In rural areas women entrepreneurs are having all the capacities to succeed in the entrepreneurial fields; but they ignorant about the schemes and facilities announced by government. They are ignorant about the entrepreneurial support organizations. They are running their businesses with all odds. They are facing various problems and constraints. Some women entrepreneurs have achieved tremendous success but, they are still found small in numbers.

This chapter concludes the research work by emphasizing some important findings emerging from the study. The present study was considered important to the researcher because till today women are treated as weaker section of the society and discriminated by the male dominated social system. To achieve the predetermined objectives of the study, the primary data was collected with a view to throw light upon the important aspects of women entrepreneurship. These aspects were relating to demographic profile of women entrepreneurs, occupational profile of women enterprises, problems of women entrepreneurs and prospects of women entrepreneurs. On the basis of the analysis and interpretation of data, some important findings are drawn and important recommendations are made for consideration.
8.2 SUMMERY OF MAJOR FINDINGS OF THE STUDY

Since the primary data was collected through questionnaire with a view to study important aspects of women entrepreneurship such as demographic profile of women entrepreneurs, occupational profile of women enterprises, problems of women entrepreneurs, prospects of women entrepreneurs. The summery of the major findings of the study is presented as follows:

8.2.1 DEMOGRAPHIC PROFILE OF WOMEN ENTREPRENEURS

1. Among the age group of women entrepreneurs, 43.3 % of the respondents are belonging to age group of 31 to 40 years; followed by 26.7% in the age group of upto 30 years and 17.8 % in the age group of 41-50 years. It clearly shows that, majority of women entrepreneurs are from the younger generation having age upto 40 years. The average age of women entrepreneurs is 37.9 years.

2. It is surprising to see that, majority of women entrepreneurs i.e.80% are belonging to the Hindu religion; followed by 10.6% are belonging to Muslim, 5.6% are belonging to Jain religion and 3.2 % respondents are from the Buddhist religion.

3. As regards the caste of women entrepreneurs, it is clear that, majority of women entrepreneurs (46.7%) are belonging to the Open castes i.e. upper castes; followed by 30.6% from OBC and 12.8% from Scheduled Caste. There are few women entrepreneurs from SBC and NT castes. Again, there is no single woman found from the ST caste.

4. Majority of women entrepreneurs i.e. 80% of the total respondents are married whereas the remaining respondents are unmarried or widowed or divorced.

5. Majority of women entrepreneurs i.e. 64.3% are educated upto Under- Graduate level. This was followed by 23% are Graduates & Post Graduates and 11.7% women respondents are illiterates or uneducated. Thus, it is very clear that, lack of any formal education have not created any problem for illiterate respondents in participating in their entrepreneurial fields.

6. 65% of the women entrepreneurs are having from the nuclear type of family; followed by 35% are having from the joint family. It is clear that, majority of respondents are having from the nuclear type of family.
7. As regards the number of family members of the women entrepreneurs, 26.11% of the respondents are having five members in their families; followed by 23.88% respondents having four members and 12.77% respondents having six members in their families. Thus, it is clear that, majority of the respondents are having five members in their families. On an average, women entrepreneurs are having 5.4 members in their families.

8. A large proportion i.e. 45.80% of women entrepreneurs are having two children, followed by 23.80% are having three children and 16.70% are having only one child in their families. Thus, it is clear that, majority of women entrepreneurs are having two children in their families. Only one respondent have more than five children in her family. On an average, woman entrepreneur have two children in her family.

9. It is found that, 60.60% of the respondents’ fathers are educated upto under graduate level, followed by 6.70% fathers are educated upto graduate & post graduate level and 19.40% of the respondents’ fathers are not educated i.e. they are totally illiterate. On the other hand, 13.30 percent respondents not responded about their fathers’ education. It is clear that, two out three respondents’ fathers are educated and one out of five is illiterates Thus, it clearly shows that, even though about 20% of the fathers are illiterate the women entrepreneurs have started and running their enterprises.

10. It is seen that, 44.40% mothers are educated upto under graduate level. Only 4.40% mothers are studied upto graduate & post graduate level. 39.40% of the respondents’ mothers are illiterates. 11.70% respondents not responded about their mothers’ education. It is clear that, nearly half of the respondents’ mothers are educated and two out five mothers are illiterates. Thus, it can be stated that, even though about 40% of the mothers are illiterate the women entrepreneurs have started and running their enterprises.

11. It was found that, 51.80% of the respondents husbands are having under graduate level education, followed by 33.90% are having graduate and post graduate level education and only 4.80% husbands are illiterates while 9.50% respondents not responded about husband’s education. Thus, it is clear that, majority of the respondents’ husbands are educated and only few husbands are illiterates. Therefore, it can be stated that, women entrepreneurs are having good educational background of husbands’ education.

12. It is seen that, majority of the respondents husbands of are more educated than the fathers and mothers. On the other hand, as far as illiteracy is concerned, majority of respondents’ mothers are illiterate than fathers and husbands. This clearly shows that, majority of women entrepreneurs are having good educational background. Thus, it is proved that, good educational background is an important
social factor that has contributed for the development of entrepreneurship among women.

13. As regards the occupation of the respondents' fathers, 41.10% of the fathers are having business as their occupation. This was followed by 26.70% respondents' fathers are having agriculture as their main occupation and 13.90% respondents' fathers are having employment as their occupation. Thus, it is clear that, majority of respondents' fathers were having business as their occupation. This business background might have helped the respondents in starting of their enterprises.

14. It is surprising to see that, 76.70% of the respondents' mothers are having household work as their main occupation, this was followed by 4.40% respondents' mothers are having employment as their occupation and only 2.20% respondents' mothers were having agriculture and business as their occupation respectively. Thus, it is clear that, majority of respondents' mothers were having household work as their main occupation. Mothers' occupation may not have created problems for the respondents in starting their enterprises.

15. As regards the occupation of the respondents' husbands, 47% of the husbands are having business as their occupation. This was followed by 24.40% respondents' husbands are having employment as their occupation and 15.50% respondents' husbands are having agriculture as their occupation. Thus, it is clear that, nearly half of the respondents' husbands are having business as their occupation. This might be the positive factor for women entrepreneurs in starting their own enterprises.

16. Majority of the respondents' husbands are having business as their occupation than the fathers and mothers. On the other hand, majority of respondents' mothers were having household work as their occupation. Therefore, it is proved that, good occupational background is an important economic factor which has contributed for the development of entrepreneurship among women.

17. As regards the annual income of the respondents' families (excluding respondents), 46.7% of the women entrepreneurs' families are having annual income upto Rs. 50,000; followed by 40.60% respondents' families are having annual income of Rs. 50,001-1,00,000 and 7.80% respondents' families are having annual income of Rs. 1,00,001-2,00,000. It is clear that, majority of respondents' families are having annual income upto Rs. 50,000. Average annual of the respondents' families is Rs. 88, 477. Therefore, it can be said that, majority of women entrepreneurs families are having low annual income. Thus, it can be said that, women entrepreneurs with low income of their families are running their enterprises. This clearly shows that, low family income may not have created problem for them in starting and running their enterprises.
8.2.2 OCCUPATIONAL PROFILE OF WOMEN ENTERPRISES

1. As regards the location of women entrepreneurs' enterprises, 53.30% enterprises are located in rural areas while remaining 46.70% enterprises are located in urban areas. Thus, it is clear that, more than half of the respondents are having their enterprises in rural areas of Sangli district.

2. It is seen that, 83.90% respondents were housewives; followed by 8.30% were students and 3.80% were having employment as their occupation before starting enterprises. Thus, it clearly shows that, majority of women entrepreneurs were housewives before starting enterprises.

3. It is found that, 56.70% respondents were in the age group of 21-30, followed by 26.70% were in the age group of 31-40 and 9.40% were in the age group of 41-50 at the time of starting their enterprises. Thus, it is clear that, majority of the respondents i.e.83.40% was in the age group of 21-30 and 31-40. The average age of women entrepreneurs is 30.8 years at the time of starting of their enterprises.

4. 48.90% women enterprises are having trading type of enterprises, followed by 42.80% are having service type of enterprise and 8.30% are having manufacturing type of enterprises. Hence, it is clear that, majority of women entrepreneurs are operating trading type business enterprises.

5. Among the classification/types of service enterprises of the respondents, 26% of the women enterprises are rendering Beauty Parlour services followed by 19.5% of the respondents are rendering Grinding services and 18.2% respondents are rendering Tailoring services. Therefore, it is clear that, majority of service enterprises of women are rendering beauty parlor, grinding and tailoring services.

6. Among the classification/types of trading enterprises of the respondents, 19.3% of the women entrepreneurs are engaged in trading Ladies Accessories; followed by 18.2% of the respondents are engaged in trading Grocery Items and 13.6% of the respondents are engaged in trading Cloths & Readymade Garments. Thus, it is clear that, majority of trading enterprises of the respondents are engaged in trading of ladies accessories, grocery items and cloths and readymade garments.

7. Among the classification/types of manufacturing enterprises of the respondents, 33.3% respondents are manufacturing Rexene Bags followed by 20% are manufacturing Bamboo Articles and 13.2% are manufacturing Food Products like Shevaya. Thus, it is clear that, majority of women are manufacturing Rexene bags, Bamboo articles and food products like Papad, pickle and masala powder etc.
8. 64.4% women enterprises are established after the year 2000 followed by 26.1% are established during the period of 1996-2000 and 8.9% women enterprises are established during the period of 1991-1995. It clearly shows that, there is tremendous growth and prospects of women entrepreneurs' enterprises after the year 2000 in the Sangli district.

9. About the form of organization of women entrepreneurs, majority of women entrepreneurs i.e. 81.10% have chosen sole proprietorship as their form of organization; this was followed by 18.90% as partnership firms. Thus, it is clear that, majority of respondents are sole proprietors of their enterprises.

10. As regards the main reasons for starting enterprises in particular area, 55.60% respondents have given the main reason of Proximity to Customers, this was followed by 52.80% respondents given the reason of Proximity to Home and 30.60% respondents given the reason of Availability of Own Plot/Shed/Building. It is clear that, majority of women entrepreneurs give priority to customer service. This caring attitude flows from their original nature.

11. Majority of women entrepreneurs i.e. 66.67% has employees in their enterprises and 33.33% women entrepreneurs do not have employees in their enterprises. It is clear that, two out of three women entrepreneurs have employees in their enterprises.

12. 68.33% women have given preference to women employees in their enterprises and 31.67% women entrepreneurs' enterprises have not given preference to women entrepreneur. It clearly shows that majority of women entrepreneurs give preference to women employees. Moreover, majority of women entrepreneurs i.e. 52.4% are giving credit facilities to their women employees this was followed by 19.5 women entrepreneurs gives canteen facilities and 8.5% women entrepreneurs gives facility of supplies on co-operative basis.

13. Majority of women entrepreneurs i.e. 55.83% have not given training facilities to their employees and those women entrepreneurs 44.17% who have given training facilities to their employees, majority of them 80.4% have used On the Job Training Method; this was followed by 22.6% of them have used apprenticeship method and 5.7% women entrepreneurs have used job rotation method to train their employees.

14. Majority of the women entrepreneurs' i.e. 42.2% procure raw materials/products required from within district sources; this was followed by 30.6% of the respondents procure raw materials/products from local sources and 14.4% of the respondents procure raw materials/products from outside district but within state.
15. Majority of women entrepreneurs i.e. 35.60% of the respondents have made initial investment upto Rs.10000; this was followed by 26.70% respondents have made initial investment in the range of Rs.25,001-50,000 and 20% of respondents have made initial investment in the range of Rs.10001-25000. The average initial investment made by the respondents for starting enterprise is Rs. 32,583. Thus it is clear that, majority of the women entrepreneurs have invested small amount of money in their enterprises.

16. As regards loan taken for initial investment in the women enterprises, majority of women entrepreneurs i.e. 37.20% have taken loan in the range of Rs.10001-25000 for initial investment in their enterprises. This was followed by 25% respondents have taken loan upto Rs.10,000 and 15.60% respondents have taken loan in the range of Rs.25,001-50,000. Only 12.80% respondents have not borrowed loan for the initial investment. It clearly shows that, most of respondents have taken loan for the initial investment for starting enterprise. The average amount of loan taken by the women entrepreneurs for initial investment for starting enterprise is Rs. 21,736. Thus, it is clear that, majority of women entrepreneurs have taken loan for initial investment in their enterprises.

17. Majority of the women entrepreneurs’ i.e.73.20% are, never defaulted in repayment of loan taken for their enterprises. This was followed by 15.30% respondents are by and large not defaulted and only 11.40% respondents are sometimes defaulted. This clearly shows that, women entrepreneurs in the Sangli district are very sincere and honest about repayment of loan taken for their enterprises.

18. As regards the annual business turnover of women enterprises, majority of women entrepreneurs i.e. 42.20% are having annual business turnover of their enterprises between Rs.50,001 to 1,00,000. This was followed by 33.90% respondents are having annual business turnover upto Rs.50,000 and 16.70% respondents are having annual business turnover above Rs. 2,00,000. It clearly shows that, most of the women entrepreneurs are having annual business turnover below Rs.2,00,000. The average annual business turnover of the enterprises of the respondents is Rs.92,777.

19. As regards the annual income from the enterprises of women entrepreneurs, majority of women entrepreneurs i.e. 42.8% were having annual income from their enterprises upto Rs.50000 and in the range of Rs.50001-100000 respectively. It shows that, majority of the women entrepreneurs are having annual income upto Rs.1,00,000. The average annual income of the women entrepreneurs is Rs.50,530.
20. As regards the satisfaction of women entrepreneurs with their present occupations, majority of women entrepreneurs i.e. 93.33% are satisfied with their present occupations; this was followed by 6.67% respondents are not satisfied with their present occupations. Among the dissatisfied women entrepreneurs, 33.3% of the respondents stated that sharp competitions in the market and low income from the business were the main reasons for their dissatisfaction respectively. Besides, inadequate financial resources were also reported by 25% respondents.

21. Majority of women entrepreneurs i.e. 74.44% are having plan of expansion of their business whereas 26.56% respondents are not interested in expanding their business. Among the women entrepreneurs having plan of expansion of business, majority of women entrepreneurs i.e. 55.20% stated the starting of new product/service line is their plan of expansion of business. This was followed by 40.30% of the respondents stated that starting allied business line and 27.66% of the respondents stated that increasing volume of production is their plan of expansion.

8.2.3 PROBLEMS OF WOMEN ENTREPRENEURS

A. OPINIONS OF WOMEN RESPONDENTS ABOUT THE PROBLEMS OF WOMEN ENTREPRENEURS

1. As regards the opinion of women respondents about whether they are facing problems while running their enterprises, 96.7% of women entrepreneurs have faced problems while running their enterprises while only 3.3% respondents have not faced any problem. Thus, it is clear that, majority of respondents are facing various problems while running their enterprises.

2. It is seen that, 75.3% of the women entrepreneurs have faced financial problems, this was followed by 36.8% respondents faced marketing problems and 27% respondents faced personal problems. Thus, it is notable that, majority of respondents have faced financial problems while running their enterprises.

3. About the personal problems faced by the women entrepreneurs, 40.4% of women entrepreneurs have faced the problem of lack of leisure time, followed by 34% respondents faced the problem of lack of risk bearing capacity and 23.4% respondents have faced problem of avoidance of economic risk. Thus, it is seen that, majority of respondents have faced the problem of lack of leisure time.

4. Among the social problems faced by the women entrepreneurs, 85.3% of women entrepreneurs have faced the problem of dual-role-in-home-and-business. This was followed by 38.2% respondents have faced problem of lack of confidence in
women's ability and 20.6% respondents have faced problem of male dominance. Thus, it is notable that, majority of respondents have faced the problem of dual role in home and business.

5. Regarding the financial problems of the women entrepreneurs, 71.8% the women entrepreneurs have faced the problem of limited working capital. This was followed by 35.1% respondents faced the problem of lack of collateral security and 33.6% respondents faced the problem of delayed payment of bills. Thus, it seems that, majority of respondents have faced the problem of limited working capital.

6. 68.6% women entrepreneurs have faced the problem of lack of continuous supply of raw-materials. This was followed by 40% respondents faced the problem of variations in the raw material prices and 20% have faced the problem of delay in procurement of raw material prices. Thus, it is found that, majority women entrepreneurs have faced the problem of lack of continuous supply of raw-materials amongst the raw-materials problems.

7. Among the marketing problems of women entrepreneurs, 73.4% respondents have faced the problem of cut throat competition, followed by 67.2% respondents have faced the problem of delayed collection of bills and 50% respondents have faced the problem of inadequate advertising and publicity. Thus, it is clear that, majority of respondents have faced the problem of cut throat competition.

8. 83.3% respondents have faced the problem of non-availability of skilled employees. This was followed by 16.7% of women entrepreneurs have problem of skilled employees leave their job after getting experience and problem of non co-operative attitude of employees respectively. Thus, it is clear that, majority of the respondents have faced the problem of non-availability of skilled employees as major human resource problem.

9. It is seen that, 69.2% respondents have faced the problem of lack of proper planning. This was followed by 46.2% respondents have faced problem of lack of control and 38.5% of respondents have problem of poor knowledge of business management. Thus, it is clear that, majority of respondents have faced the problem of lack of proper planning.

10. 84.6% respondents have faced the problem of lack of inadequate space for work. This was followed by 76.9% respondents have problem of inadequate power supply. 69.2% respondents have problem of non-availability of land / plot / shed. Thus, it is clear that, majority of respondents have faced the problem of lack of inadequate space for work, inadequate power supply and availability of land / plot / shed.
11. Among the technological problems of women entrepreneurs, 52.6% respondents have faced the problem of lack of technological skill. This was followed by 26.3 respondents have problem of inadequate technology support for machinery utilization. 21.1% respondents have problem of poor knowledge of modern technology. Thus, it is clear that, majority of respondents have faced the problem of lack of technological skill.

12. Among the governmental support problems of the women entrepreneurs, 60% respondents have faced the problem of corruption in the sanction of subsidy, incentive and loan. This was followed by 46.7% of women entrepreneurs have problem of non-cooperative attitude of government employees and 33.3% of women entrepreneurs have problem of poor knowledge of government support schemes. Thus, it is clear that, majority of respondents has faced the problem of corruption in the sanction of subsidy, incentive and loan.

13. As regards lacking of occupational mobility, 92.23% respondents revealed that they are not lacking occupational mobility, whereas only 7.77% responded that they are lacking occupational mobility.

14. Among the women entrepreneurs giving the reasons for lacking of occupational mobility, 35.7% respondents stated the reason of discharging dual duties in home and business. This was followed by 28.6% respondents give reason of poor knowledge of business opportunities for women and 21.4% respondents give reason of lack of marketing resources. Thus, it seems that, majority of the respondents gave the reason of discharging dual duties in home and business.

15. 73.3% women entrepreneurs solve their problems by using their own experience and knowledge. This was followed by 57.8% of women entrepreneurs solve their problem with the co-operation of family members. 20.6% of women entrepreneurs have solve with the advice of experts in respective fields. Thus, it is obvious that, majority of respondents solve their problem with the help of own experience and knowledge.

16. 76.7% respondents feel stress while discharging dual duties of business woman and housewife while 23.3% respondents reported that they do not feel stress. Thus, it is clear that, majority of respondents have felt stress while discharging dual duties of businesswoman and housewife.

17. As regards the opinion of respondents regarding successfully discharging dual duties in business and home, 77.2% women entrepreneurs opined that proper time management for business and house is essential. This was followed by 63.3% of women entrepreneurs revealed that co-operation from family members is essential and 17.8 percent of women entrepreneurs revealed that automation of household work are essential for successfully discharging dual role business and home. Thus
it is clear that, majority of respondents opined that, proper time management is essential for successfully discharging dual duties in business and house.

B. OPINIONS OF DISTRICT MANAGERS ABOUT THE PROBLEMS OF WOMEN ENTREPRENEURS

1. Regarding the opinions of district managers about the personal problems of the women entrepreneurs, 50% of women entrepreneurs have the problem of lack of leisure time, this was followed by 40% of women entrepreneurs have the problem of lack of risk bearing capacity and 30% of women entrepreneurs have problem of avoidance of economic risk. Thus, it is clear that, majority of women entrepreneurs have the problem of lack of leisure time.

2. 80% of women entrepreneurs have the problem of dual role in home and business. This was followed by 40% respondents have problem of lack of confidence in women’s ability and 30% respondents have problem of male dominance. Thus, it is clear that, majority of women entrepreneurs have the problem of dual role in home and business.

3. It is seen that, the opinions of district managers about the financial problems of the women entrepreneurs, 70% the women entrepreneurs have the problem of limited working capital. This was followed by 50% of the women entrepreneurs have the problem of lack of collateral security and 40% women entrepreneurs have the problem of delayed payment of bills. Thus, it is clear that, majority of women entrepreneurs have the problem of limited working capital.

4. It is stated that, 70% of women entrepreneurs have the problem of lack of continuous supply of raw-materials. This was followed by 60% of women entrepreneurs have the problem of variations in the raw material prices and 50% of women entrepreneurs have the problem of delay in procurement of raw material prices. Thus, it is clear that, majority women entrepreneurs have the problem of lack of continuous supply of raw-materials.

5. It is observed that, the opinions of district managers about the marketing problems of women entrepreneurs, 80% of women entrepreneurs have the problem of cut throat competition, followed by 70% of women entrepreneurs have the problem of delayed collection of bills and 50% of women entrepreneurs have the problem of inadequate advertising and publicity. Thus, it is clear that, majority of women entrepreneurs have the problem of cut throat competition.
6. Majority i.e., 90% of women entrepreneurs have the problem of non-availability of skilled employees. This was followed by 50% of women entrepreneurs have problem of skilled employees leave their job after getting experience. 20% of women entrepreneurs have problem of non-co-operative attitude of employees. Thus, it is clear that, majority of the respondents responded that women entrepreneurs have the problem of non-availability of skilled employees.

7. About the opinions of district managers about managerial problems of women entrepreneurs, 70% respondents responded that women entrepreneurs have the problem of lack of proper planning. This was followed by 50% of respondents responded that women entrepreneurs have problem of lack of control and 40% of respondents responded that women entrepreneurs have problem of poor knowledge of business management. Thus, it is clear that, majority of respondents responded that women entrepreneurs have the problem of lack of proper planning.

8. In relation to the opinions of district managers about infrastructural problems of women entrepreneurs, 90% of respondents responded that women entrepreneurs have the problem of lack of inadequate space for work. This was followed by 80% of respondents responded that women entrepreneurs have problem of inadequate power supply. 70% of respondents responded that women entrepreneurs have problem of non-availability of land/plot/shed. Thus, it is clear that, majority of respondents responded that women entrepreneurs have the problem of lack of inadequate space for work.

9. As regards the opinions of district managers about technological problems of women entrepreneurs, 60% of women entrepreneurs have the problem of lack of technological skill. This was followed by 50% of women entrepreneurs have problem of inadequate technology support for machinery utilization. 40% of women entrepreneurs have problem of poor knowledge of modern technology. Thus, it is clear that, majority of respondents responded that women entrepreneurs have the problem of lack of technological skill.

10. 100% of respondents said that there is no problem of governmental support to women entrepreneurs. 60% of the respondents said that women entrepreneurs have problem of poor knowledge of government support schemes, 30% of respondents said that there is a lack of co-ordination among different government departments. Thus, it is clear that, all the respondents said that there is no problem of governmental support to women entrepreneurs.

11. Among the district managers giving the reasons for lacking of occupational mobility problems, 70% respondents stated the reason of discharging dual duties in home and business. This was followed by 60% respondents give reason of poor knowledge of business opportunities for women and 30% respondents give reason of lack of marketing resources. Thus, it is clear that, majority of the respondents gave the reason
for lacking occupational mobility among women entrepreneurs was discharging dual duties in home and business.

12. 80% of the respondents responded that the problems of women entrepreneurs are solved by giving proper guidance. 60% of the respondents responded that the problems of women entrepreneurs are solved by sanctioning loans and subsidies. 40% of the respondents responded that the problems of women entrepreneurs are solved by organizing training programmes. Thus, it is clear that, majority of respondents responded that the problems of women entrepreneurs are solved by giving proper guidance.

13. In relation to the comparison of opinions of women respondents and district managers of entrepreneurial support organizations regarding the various problems of women entrepreneurs, it is observed that, the opinions of the women respondents and district managers were more similar concerning the various problems of women entrepreneurs. Thus, it is proved that, women entrepreneurs face multi-faceted problems while running their enterprises.

8.2.4 PROSPECTS OF WOMEN ENTREPRENEURS

A. OPINIONS OF WOMEN RESPONDENTS ABOUT THE PROSPECTS OF WOMEN ENTREPRENEURS

1. An attempt was made to assess the opinion about making of women entrepreneurs, 54% of women entrepreneurs responded that 'women entrepreneurs are made', followed by 41% of the respondents responded that 'women entrepreneurs are born and can also be made' and remaining 5% responded that 'women entrepreneurs are born'. Thus, it is clear that, majority of respondents believed that 'women entrepreneurs are made.' It means women entrepreneurs are having full understanding regarding making of women entrepreneurs. With proper environment, education and experience 'women entrepreneurs are made'.

2. Regarding the opinion of women entrepreneurs about having more business opportunities because of changing social environment, 96% respondents opined that women entrepreneurs are having more business opportunities whereas only 4% opined that women entrepreneurs do not have opportunities because of changing social environment. Thus, it seems that, as believed by majority of women entrepreneurs, due to changing social environment there are more business opportunities to women entrepreneurs.

3. Among the opinions of respondents about social environmental factors that have increased the prospects of women entrepreneurship, 72.3% respondents opined
that the increasing spread of education among women have increased the prospects, this was followed by 47.4% of the women entrepreneurs have opined that increasing social recognition to women have increased the prospects. 41.6% of the women entrepreneurs have opined that increasing women activism are social environmental factors that have increased the prospects of women entrepreneurship. Thus, it is clear that, majority of respondents believed that increasing spread of education among women is the social environmental factor that have increased the prospects of women entrepreneurship.

4. As regards the opinion about special Entrepreneurship Development Programmes (EDPs) for women entrepreneurs, majority of respondents i.e. 96% said 'Yes', it means, special EDPs for women are necessary. Only 4% respondents said 'No', it means, few respondents have not realized the importance of EDPs for women. Thus, it is notable that, majority of respondents have realized the importance of special EDPs for the purpose of promotion and development of women entrepreneurship.

5. Regarding the areas where special EDPs for women entrepreneurs must be organized, 75% women entrepreneurs responded the area of Small enterprise management, this was followed by 40% of the women entrepreneurs responded that, the area of identification of business opportunities and 37% of the respondents stated the area of personality development. Thus, it is clear that, majority of respondents choose the area of small business management, where special EDPs for women entrepreneurs are essential.

6. As regards the opinion about having more opportunities to women entrepreneurs in various business areas, 71% respondents stated that service enterprises, followed by 42% responded that trading enterprises and 23% responded that manufacturing enterprises have more and more opportunities of business to the women entrepreneurs. Thus, it shows that, women entrepreneurs have more opportunities of business in service sector enterprises.

7. About the reasons for having more opportunities to women entrepreneurs in service sector enterprises, 71.7% of women entrepreneurs stated the reason that, it can be operate from the house itself. This was followed by 47.5% respondents stated that, it can be operated as per the convenience of time and 43.3% of the women entrepreneurs give the reason that it matches with women temperament. Thus, it seems that, Majority of women entrepreneurs prefer service enterprises because service enterprises can be operated from house itself.

8. As regards the reasons for having more opportunities to women entrepreneurs in trading sector enterprises, 78.7% of the respondents give the reason that it enables women to handle home and business easily. This was followed by 46.7% of the respondents give the reason that it is easy to operate and 29.3% of the
respondents give the reason that it requires lesser amount of finance. Thus, it is clear that, majority of the respondents prefers trading sector enterprises, because trading sector enterprises enable the women to handle home and business easily.

9. Regarding the reasons for having more opportunities to women entrepreneurs in manufacturing sector enterprises, 45.2% of the respondents give the reason that, it enables to use novel methods of production. This was followed by 42.9% of the respondents give the reason that it is more creative and innovative business line and 40.5% of the respondents give the reason that it gives satisfaction of producing own products and it is more profitable than other enterprises respectively. Thus, it is clear that, majority of the respondents prefer manufacturing sector enterprises because these enterprises enable the women to use novel methods of production.

10. About the business opportunities in urban area, more than half of the women entrepreneurs have opined that, Beauty Parlour, Readymade Garments, Fashion Designing and Food Products and Typing, Xeroxing and Telephone Services have more business opportunities in urban areas.

11. As regards the comparison of opinion of respondents regarding having business opportunities in urban areas, more than half of the women entrepreneurs from urban and rural areas opined that, Beauty Parlour, Readymade Garments, Fashion Designing and Food Products and Typing, Xeroxing and Telephone Services have more business opportunities in urban areas. This clearly shows that, the opinions of urban and rural women entrepreneurs are more similar in giving preferences regarding business opportunities in urban areas.

12. It is seen that, more than half of the women entrepreneurs opined that, Dairy Farming, Poultry Farming, General Stores, Goat Farming, Papad, Powder (Spices) & Pickle making businesses have more business opportunities in rural areas.

13. As regards the comparison of opinion of respondents regarding having business opportunities in rural areas, more than half of the women entrepreneurs from urban and rural areas opined that, Dairy Farming, Poultry Farming, Goat Farming, Papad, Powder (Spices) & Pickle making business and General Stores have more business opportunities in rural areas. It should be noted that, more than half of urban women respondents opined that, in addition to above businesses, there are business opportunities in Flour Mill business in rural areas; even half of respondents from rural areas have not opined about opportunities in Flour Mill business. This clearly shows that, the opinions of urban and rural women entrepreneurs are nearly similar in giving preferences regarding business opportunities in rural areas.
14. Among the women entrepreneurs in service sector enterprises, majority of respondents in Tailoring Services stated that they are having additional opportunities in Tailoring Classes and sale of Readymade Garments. This was followed by women in Beauty Parlour business have more opportunities in Massage Parlour, Skin and Hairstyle, Health Club, Physical Fitness Centre for women, Cosmetics and Ladies Accessories business. Moreover, women in Chilly Powder making business have additional opportunities in making of Other Masala Powders and grinding services. Thus, it is very clear that, women in service sector enterprises are having definitely additional opportunities of business.

15. About the women entrepreneurs in trading sector enterprises, majority of women entrepreneurs running Grocery Shops responded that they are having additional opportunities in trading Bakery Products and Dairy Products, Telephone Services and Stationary Items. Moreover, majority of women having Garment Shops are having additional opportunities in Cosmetics, Telephone Services, and Beauty Parlour and Tailoring Classes. Besides, women having Bangle Shops are having additional opportunities in Beauty parlour, trading of Imitation Jewellery, cosmetics, toys and stationary items. In addition, majority of women entrepreneurs in various trading sector enterprises are interested in providing telephone services. Thus, it is clear that, women in trading enterprises are having additional business opportunities.

16. Among the women entrepreneurs in manufacturing sector enterprises, majority of women in Rexene Bags are having additional opportunities in manufacturing of cloth and paper bags and Fancy Bags. This was followed by women in Shevaya manufacturing business are having additional opportunities in Papad, Powder (masala) and Pickle Making business and women in File Manufacturing business are having additional opportunities in trading stationary items. Thus, it seems that, even though, few women entrepreneurs are engaged in manufacturing sector enterprises, they are having additional opportunities of business in various manufacturing sector enterprises.

B. OPINIONS OF DISTRICT MANAGERS ABOUT THE PROSPECTS OF WOMEN ENTREPRENEURS

1. As regards the opinions of the district managers about making of women entrepreneurs, 60% of the respondents responded that ‘women entrepreneurs are made’, followed by 30% of the respondents responded that ‘women entrepreneurs are born and can also be made’ and remaining 10% responded that ‘women entrepreneurs
are born'. Thus, it is clear that, majority of respondents believed that 'women entrepreneurs are made.'

2. Majority i.e. 80 % respondents opined that, the increasing spread of education among women have increased the prospects, this was followed by 70 % of the respondents have opined that increasing social recognition to women have increased the prospects. 60 % of the respondents have opined that increasing women activism are social environmental factors that have increased the prospects of women entrepreneurship. Thus, it is clear that, majority of respondents believed that increasing spread of education among women is the main social environmental factor that have increased the prospects of women entrepreneurship.

3. As regards the opinions of the district managers about organizing special Entrepreneurship Development Programmes (EDPs) for women entrepreneurs, majority of respondents i.e. 90% said 'Yes', it means, special EDPs for women are necessary. Only 10% respondents said 'No', Thus, it is clear that, majority of district managers have realized the importance of special EDPs for the purpose of promotion and development of women entrepreneurship.

4. About the opinions of the district managers regarding the areas where special EDPs for women entrepreneurs must be organized, 80% of the respondents responded the area of Small enterprise management, and this was followed by 70% of the respondents responded that, the area of identification of business opportunities and 60 % of the respondents stated the area of personality development. Thus, it is clear that, majority of respondents choose the area of small business management, where special EDPs for women entrepreneurs are essential.

5. In relation to the opinions of the district managers about having more opportunities to women entrepreneurs in various business areas, 70% respondents stated that service enterprises, followed by 50% responded that trading enterprises and 30% responded that manufacturing enterprises have more and more opportunities of business to the women entrepreneurs. Thus, it is clear that, women entrepreneurs have more opportunities of business in service sector enterprises.

6. As regards the opinions of the district managers about the reasons for having more opportunities to women entrepreneurs in service sector enterprises, 80% of respondents stated the reason that, it can be operated from the house itself. This was followed by 70% respondents stated that, it can be operated as per the convenience of time and 60 % of the respondents give the reason that it matches with women temperament. Thus, it is clear that, majority of district managers opined that, women
entrepreneurs have more opportunities in service enterprises mainly because service enterprises can be operated from house itself.

7. Regarding the opinions of the district managers about the reasons for having more opportunities to women entrepreneurs in trading sector enterprises, 70% of the respondents give the reason that it enables women to handle home and business easily. This was followed by 60% of the respondents give the reason that it is easy to operate and 50% of the respondents give the reason that it requires lesser amount of finance. Thus, it is clear that, majority of district managers opined that, women entrepreneurs have more opportunities in trading sector enterprises because trading sector enterprises enable the women to handle home and business easily.

8. Amongst the opinions of the district managers about the reasons for having more opportunities to women entrepreneurs in manufacturing sector enterprises, 70% of the respondents give the reason that, it enables to use novel methods of production. This was followed by 50% of the respondents give the reason that it is more creative and innovative business line and 40% of the respondents give the reason that it gives satisfaction of producing own products and it is more profitable than other enterprises respectively. Thus, it is clear that, majority of district managers opined that, women entrepreneurs have more opportunities in manufacturing sector enterprises because these enterprises enable the women to use novel methods of production.

9. As regards the opinions of the district managers about business opportunities in urban areas, more than half of the district managers have opined that, Beauty Parlour, Readymade Garments, Fashion Designing and Food Products and Typing, Xeroxing and Telephone Services have more business opportunities in urban areas.

10. As regards the opinions of the district managers about business opportunities in rural areas, more than half of the district managers opined that, Dairy Farming, Poultry Farming, General Stores, Goat Farming, Papad, Powder (Spices) & Pickle making business have more business opportunities in rural areas.

11. As regards the comparison of opinions of women respondents and district managers of entrepreneurial support organizations about various issues relating to prospects of women entrepreneurs, it was found that, the responses are very similar of both the women respondents and district managers. Thus, it is proved that, there is very bright future for existing and potential women entrepreneurs.
8.3 IMPORTANT RECOMMENDATIONS

It is obvious that, there are a number of possible measures which can improve the quality of women enterprises, development of the existing and potential women entrepreneurs and life of these women entrepreneurs and add to their welfare substantially. As revealed by the study, the following are the areas in which special remedial measures are immediately required.

8.3.1 RECOMMENDATIONS FOR POTENTIAL WOMEN ENTREPRENEURS

1. Potential women entrepreneurs should have strong will power and burning desire to succeed, without which it is difficult to achieve the success in business fields.

2. Prospective women entrepreneurs should have support from the family members, without family support it is very difficult to succeed in the business fields.

3. Prospective women entrepreneurs should have adequate financial resources and ready to accept financial risks while starting their enterprises.

4. Potential women entrepreneurs should obtain essential educational qualifications preferably vocational / professional education before entering into the field of entrepreneurship. Education is regarded as an important instrument which can eliminate all the hurdles in the process of entrepreneur development.

5. Potential women entrepreneurs should spend some time for getting sufficient field experience and knowledge of the business line. Such field experience and knowledge will enable them to start and run their enterprises efficiently and effectively.

6. Potential women entrepreneurs should also get training before setting up their enterprises. Through training, potential women entrepreneurs can acquire necessary skills and techniques useful for starting and running the enterprises.

7. Potential women entrepreneurs are having more and more opportunities of business in some of the areas like beauty parlours, readymade garments, ladies accessories, computer education and training, fashion designing, handicrafts, fast food restaurants, catering services etc. Potential women entrepreneurs should come forward to take the advantage of such business opportunities.
8.3.2 RECOMMENDATIONS FOR EXISTING WOMEN ENTREPRENEURS

1. Women entrepreneurs should see that good human resource management practices are followed. Besides, the women entrepreneurs should introduce attractive remuneration package for efficient employees.

2. Women entrepreneurs should also give attention towards solving various marketing problems. For this purpose experts in the marketing areas should be consulted.

3. Women entrepreneurs having their manufacturing units should have detailed knowledge of functioning of various machines so that the employees should not cheat them.

4. Women entrepreneurs should run their enterprises by adopting professional management practices. This is essential for achieving efficiency in the total working of the enterprises.

5. Women entrepreneurs should update their knowledge in their respective fields. For this purpose they should attend training programmes, seminars and conferences and study the literature relevant to their business activity.

6. Women entrepreneurs should promote entrepreneurial values in their children by participating them in various business activities.

8.3.3 RECOMMENDATIONS FOR ENTREPRENEURIAL SUPPORT ORGANISATIONS

1. All entrepreneurial support organizations should come forward to introduce and promulgate the various schemes of assistance for women entrepreneurs.

2. Entrepreneurial support organizations such as Banks and Financial Institutions should change their orthodox attitude towards women entrepreneurs in granting loans, incentives and other facilities.

3. Entrepreneurial support organizations such as Banks and Financial Institutions should not insist upon collateral security from women entrepreneurs because they do not have any property or assets in their name.

4. Entrepreneurial support organization such as District Industrial Centre and others should take initiatives to invite professionally and technically qualified women by offering them various schemes of assistance for venturing into the business fields.
5. Entrepreneurial support organizations such as Mahatma Phule Backward Class Development Corporation, Lokshahir Annabhau Sathe Development Corporation, Sant Rohidas Charmkar and Leather Industries Development Corporation, Vasantrao Naik V.J. and N.T. Development Corporation, Maharashtra State OBC Development Corporation, Moulana Azad Minorities Development Corporation and Annasaheb Patil EBC Development Corporation which are established for the specific communities or target groups. These organizations should make every effort to avail the assistance to the women entrepreneurs in SC, ST, VJ and NT, OBC, EBC and Minority communities.

6. Entrepreneurial support organizations such as Maharashtra Centre for Entrepreneurship Development (MCED) and others which are imparting education and training in entrepreneurship development should organize general awareness programmes for women in general and special need based programmes for women entrepreneurs in particular. In addition, these organizations should undertake research activities for promoting entrepreneurship development among women.

7. Entrepreneurial support organization such as Women Entrepreneurs Association should form their federation at district level so as to deal with the various issues of women entrepreneurs in the district. Besides, women entrepreneurs association should also encourage other potential women entrepreneurs to enter into the business fields.

8. All entrepreneurial support organizations should introduce various incentive schemes for their officials so as to avoid dishonesty in making available the loans, incentives and other services to women entrepreneurs.

8.3.4 RECOMMENDATIONS FOR POLICY MAKERS

1. While formulating policies for promotion and development of women entrepreneurship, the various support agencies should be given freedom to modify their outdated and complicated rules and regulations.

2. As almost all women entrepreneurs are handling twofold duties as housewife and businesswoman, it is suggested that policy should be designed for allowing women to run and manage their enterprises from their house itself.

3. Policy makers should promote group entrepreneurship among women, as it is the need of changing time. This is very essential for the development of women entrepreneurs from backward areas as well as backward communities.
4. Adequate reservation should be given to the women entrepreneurs while making the allotment of plots in the industrial areas. This is essential to bring more and more women in the entrepreneurial fields.

5. For attracting more and more women in the entrepreneurial fields, concessions in the payment of various types of taxes should be given to them.

6. Since majority of women in general and women entrepreneurs in particular are ignorant about entrepreneurial opportunities and assistance available to them, there is an urgent need of dissemination of information regarding business opportunities and various schemes of assistance for women entrepreneurs. Thus, it is suggested that, policy should be made to disseminate the information regarding business opportunities and various schemes of assistance.

7. For promotion of women entrepreneurship at district level it is suggested that, the policy makes should adopt a Single Window System to cater to the various needs of the women entrepreneurs. At district level, a separate body or cell may be formed operating under the Mahila Arthik Vikas Mahamandal (MAVIM) i.e. Women Development Corporation. In this body representation should be given to all support organizations functioning in the district. The body or cell should ensure that the women entrepreneurs will get all assistance in the various areas such as registration of enterprise, preparation of project report, availability of land/plot/shed, financial assistance including subsidies and incentives, availability of raw materials, marketing assistance, technical and professional management assistance, entrepreneurship development programmes etc.

8.3.5 OTHER GENERAL RECOMMENDATIONS

1. There is a negative attitude of society towards women in general and women entrepreneurs in particular. This attitude should be changed by creating positive social environment. The negative attitude of society not only held up development women entrepreneurs but also held up the progress of society at large.

2. In case of first generation women entrepreneurs, the mind set of their family members should also be changed for getting whole hearted co-operation from their family members. Therefore, it is suggested to the family members that they should co-operate the women entrepreneurs so that the success of the women is ultimately the success of that family in the field of entrepreneurial field.

3. Instead of saving money for daughters’ marriage, the prudent parents of unmarried potential women entrepreneurs should invest money in setting up of their daughters businesses.