CHAPTER – V
MICRO-CREDIT WOMEN ENTREPENEURS IN THIRUVANNAMALAI DISTRICT, TAMIL NADU –
An Economic Analysis

An entrepreneur stands at the centre of economic activity and whose role as the organizer of human and material resources is most important and pivotal role in ensuring the progress of economic development. The Government of India has recognized the role of entrepreneurship in solving the problems or urban poverty and unemployment and has formulated a number of employment and income generation programmes.

Generally speaking, a women micro-credit entrepreneur is one who owns and controls an enterprise having a share capital of not less than 25 percent as partners was share holders and members of these co-operative societies. The functions performed by a women micro-credit entrepreneurs in urban area are categorized as risk bearing in business activities, organizing and implementation, women entrepreneurs are those women who think of a micro credit business enterprise, initiate it, organize and combine the factors of production and sales, operate the enterprise, and undertake risks and handle economic and business uncertainty involved in running a micro-credit business enterprise.

Specifically speaking, Tamil Nadu in general and Thiruvannamalai District in particular women constitute around half of the population. Therefore, they are regarded as the better half of the society. Globally

women have been performing well in different areas of activities like academics, politics, administration, social work, business and other employment and income generational activities. Now-a-days, in the study area, women have started number of micro-credit business enterprises, and are running their enterprises successfully.

Most probably, the major functions of Micro-credit women entrepreneurs in the Thiruvannamalai District are, exploration of the prospects of starting a new micro-credit business enterprises, undertaking of risks and handling of economic uncertainties involved in their business activities, co-ordination, administration and control.

In the Thiruvannamalai District, women's entry into micro-credit business is a new phenomenon, and entrepreneurship is traced out as an extension of their Kitchen activities mainly the 3 Ps. Viz., pickles, powder and papad. There are number of pull and push factors which are responsible for the entering of the factors which encourage the respondents to start a micro-credit business with an urge to do something independently, whereas, the push factors refers to those factors which compel them to take up their own business to tide over their economic difficulties and responsibilities. Overall, the micro-credit women entrepreneurs in the study area have excelled in Micro-credit business activities.

To understand and analyse the status, survived and current dilemma of micro-credit women entrepreneurs in Thiruvannamalai District, an attempt has been made by the scholar towards this direction. The analysis and

discussions of the study are presented in this chapter. The following are some major heads.

a) Socio-economic profile of the Micro-credit urban women entrepreneurs.

b) Details of micro-credit enterprise.

c) Types of Motivation and Motivational sources of micro-credit women entrepreneurs in Thiruvannamalai District.

d) Institutional assistance, and

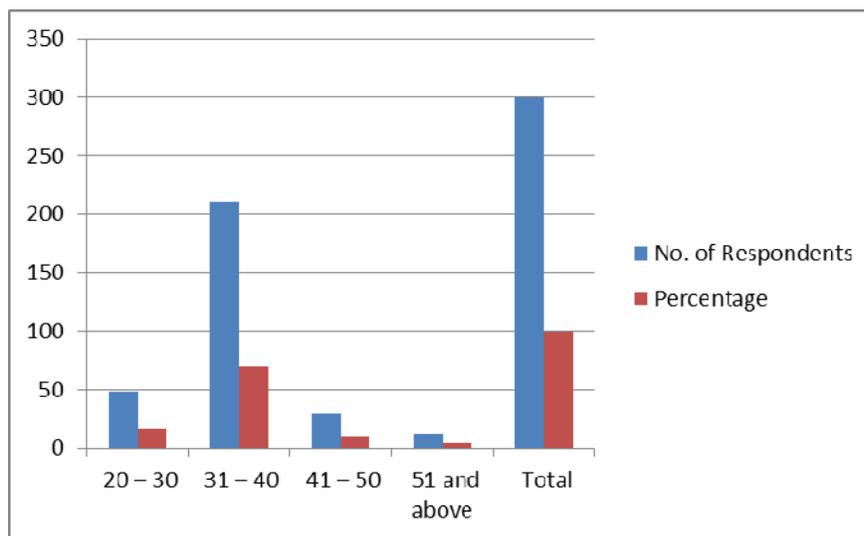e) Constraints faced by the micro credit women entrepreneurs in the study area.

The age-wise classification of micro-credit Women entrepreneurs in Thiruvannamalai District are given in Table 5.1.

Table 5.1: Age-wise Classification of the Respondents

S.No.	Category	No. of Respondents	Percentage
1.	20 – 30	48	16
2.	31 – 40	210	70
3.	41 – 50	30	10
4.	51 and above	12	4
	Total	300	100

Source: Primary Data

Figure 5.1: Age-wise Classification of the Respondents

Data shown in Table 5.1 clearly depicts the age profile of micro-credit women entrepreneurs in Thiruvannamalai District reveals that the majority of the respondents (70 percent) are in the age group of 31 – 40 years. Next to this in the age of group constitutes 16 percent. Only four percent of them are in the age group of above 51 years. The study reveals that, when the children are grown up and women can possibly think of business even if it involves part time work.

The details of religion-wise classification of micro-credit women entrepreneurs in Thiruvannamalai District are given in Table 5.2.

Table 5.2: Religion-wise classification of the Respondents

S.No.	Category	No. of Respondents	Percentage
1.	Hindu	264	88
2.	Christian	24	8
3.	Muslim	12	4
	Total	300	100

Source: Primary Data

Figure 5.2: Religion-wise classification of the Respondents
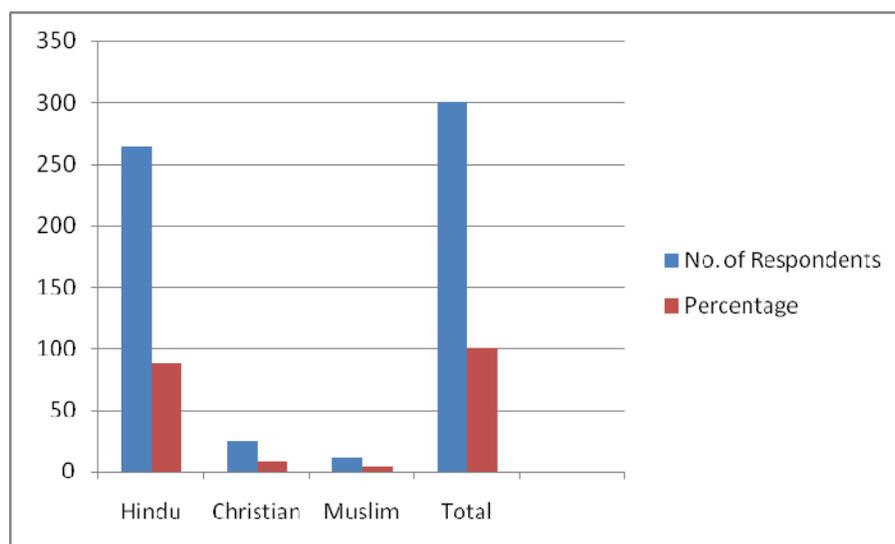
It can be observed from the Table 5.2, revealed that, the religion that is Hindu, Christian and Muslims were covered in the study. Nearly 88 percent (i.e. 264 Respondents out of 300) were Hindus, while Christians and Muslims constituted only 8 percent and 4 percent respectively. It is obvious that the majority constitute higher percentage.
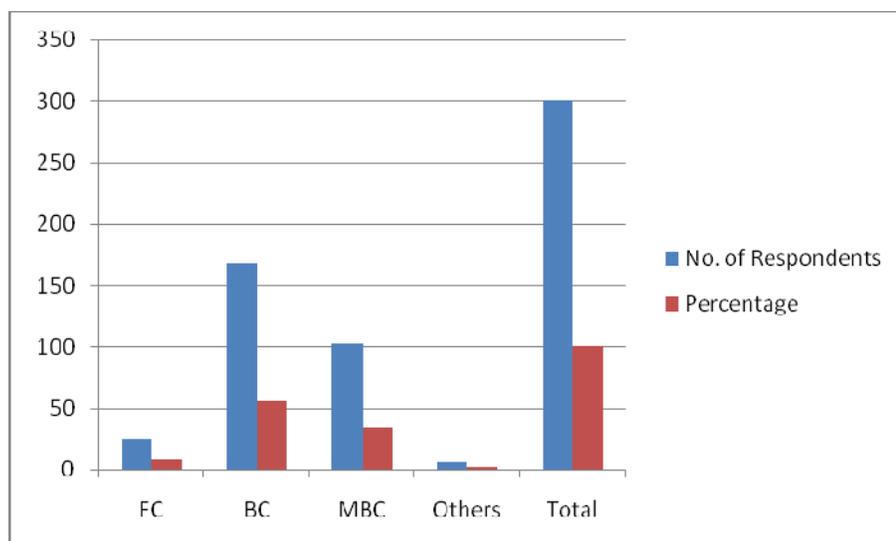
The details of the caste-wise classification of respondents are given in Table 5.3

Table 5.3: Caste-wise classification of the Respondents

S.No.	Category	No. of Respondents	Percentage
1.	FC	24	8
2.	BC	168	56
3.	MBC	102	34
4.	Others	6	2
	Total	300	100

Source: Primary Data

Figure 5.2 : Caste-wise classification of the Respondents

The evidence shown in Table 5.3 clearly depicts the caste-wise classification of the respondents in Thiruvannamalai District. This reveals that the backward caste plays the dominant role i.e. 56 percent followed by 34 percent of Most Backward caste. Forward Caste and other constitutes only 8 percent and 2 percent respectively. It is noted that there were no Scheduled caste and Scheduled tribe micro-credit women entrepreneurs in Thiruvannamalai District from the sample size, possible reason for this could be that they are economically weak and do not have much scope for starting an enterprise. And also the study reveals that the reason for the dominant role of Backward caste is that they obviously having a sound economic and social background. The details of family status of the respondents are presented in Table 5.4.

Table 5.4: Family status of the Respondents

S.No.	Type of Family	No. of Respondents	Percentage
1.	Nuclear	180	60
2.	Joint	108	36
3.	Uni-member	12	4
	Total	300	100

Source: Primary Data

The inferences observed from Table 5.4 clearly revealed that most of the micro-credit women entrepreneurs in Thiruvannamalai District are living as nuclear family i.e. 60 percent followed by 36 percent are living as joint family system. Only 4 percent are living as uni-member out of 300 samples. It is observed from the above discussion that both nuclear family system and joint family system has their own advantage and disadvantage as well. The details of marital status of the respondents are stated in Table 5.5.
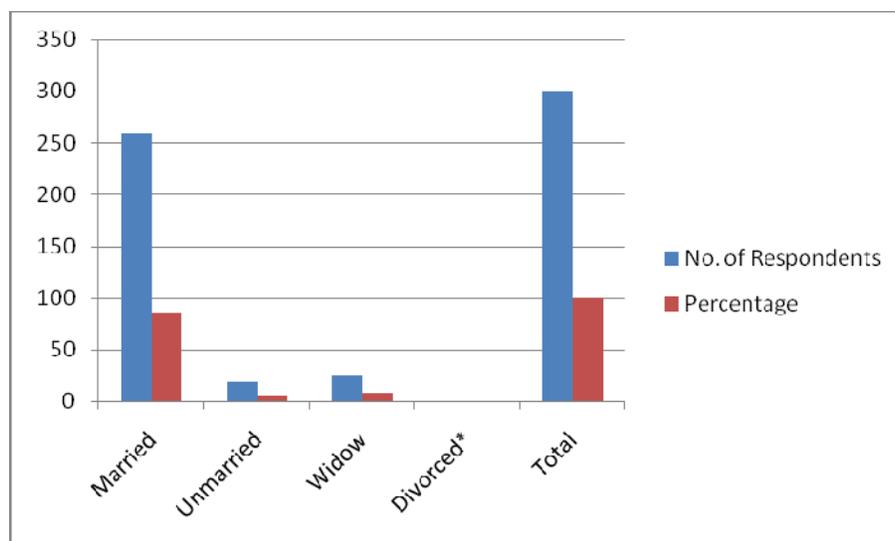
Table 5.5: Marital Status of the Respondents

S.No.	Marital Status	No. of Respondents	Percentage
1.	Married	258	86
2.	Unmarried	18	6
3.	Widow	24	8
4.	Divorced*	-	-
	Total	300	100

Source: Primary Data
Note: * There are no divorced women among the respondents.

Figure 5.3: Marital Status of the Respondents

The data shown in Table 5.5 clearly explains marital status of the micro-credit women entrepreneurs in Thiruvannamalai District. Regarding the marital status 86 percent of the respondents (i.e. 258 women out of 300)

were married, only 8 percent of them were widow and the remaining 6 percent of them were unmarried. It can be observed that the reason for the married women if they are in the age group of 31-40 and also their husband would have motivated them to start an enterprise (or) to do the micro-credit business activities for income generational activities. And one more thing for the considerable percentage of widows is because of starting a micro-credit business enterprise can be a best companion in the place of their husbands.

The details of family income would always be useful in research work to understand and analyse the economic as well as social status of any

person. The details of family income of the respondents are presented in Table 5.6.

Table 5.6: Family Income details of the Respondents

S.No.	Income / Month (in Rs.)	No. of Respondents	Percentage
1.	Below 4000	174	58
2.	4001 – 5000	72	24
3.	5001 – 6000	-	-
4.	6001 – 7000	6	2
5.	7001 and above	48	16
	Total	300	100

Source: Primary Data

Note: * Denotes there is no woman entrepreneur getting monthly income between Rs.15,001 – 20,000 among the respondents

Figure 5.4: Family Income details of the Respondents
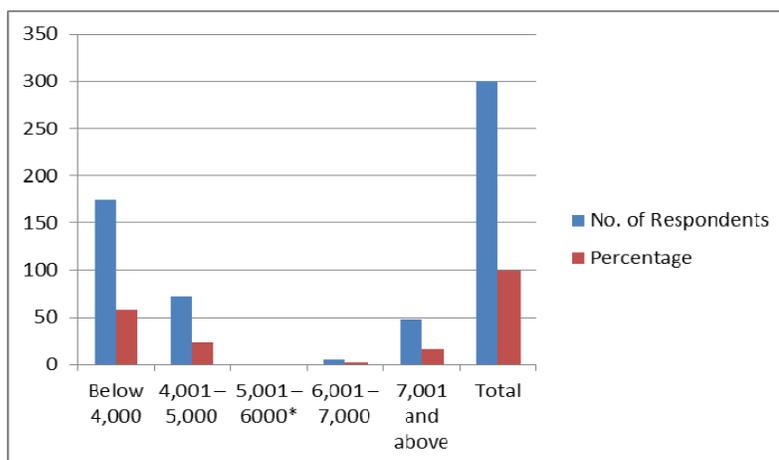
The inferences observed from the Table 5.6 clearly indicated that, out of the 300 respondents, 58 percent (i.e. 174 women) of the micro-credit women entrepreneurs in the study area had family income of below

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Rs.4,000 per month followed by 24 percent of them were in the family income range of Rs.4,001 to 5,000. Very few had the family income of above Rs.7,001 i.e. 16 percent. Only one micro-credit women entrepreneurs in the study area out of 300 respondents (i.e. 2 percent) coming in the income group of Rs.6,001 to 7,000. It is interesting to note that none of the micro-credit women entrepreneurs in the study area are there in the income group of Rs.5,001 to 6,000 per month. It can also be observed that the micro-credit women entrepreneurs in the study area are earning a considerable monthly income by the way of establishing an enterprise or micro-credit entrepreneurial activities.

The details of the types of micro-credit business activities that were covered in the sample size are given in Table 5.7

Table 5.7: Types of Micro-Credit business activities opted by Women entrepreneurs in Thiruvannamalai District

S.No.	Types of Enterprise (or) Micro Credit Business Activities	No. of Respondents	Percentage
1.	Food Products	90	30
2.	Herbal Products	36	12
3.	Vegetables and Fruits – Vendors	24	8
4.	Beauty Parlour	24	8
5.	Laser Printing / STD / Xerox	18	6
6.	Garments	18	6
7.	Stuff toys making	18	6
8.	Household Necessities	18	6
9.	Ornaments, Cosmetics	18	6
10.	Customary Goods	6	2
11.	Photo Lamination & Albums	6	2
12.	Flowers and Fish Vendors	6	2

13.	Candle making	6	2
14.	Badges, File Tags, Cardboard Boxes, Envelopes, Scrap iron, Junk iron shops, etc.	6	2
15.	Clothing	6	2
	Total	300	100

Source: Primary Data

Data shown in Table 5.7 clearly observed that, out of 300 micro-credit women entrepreneurs, 30 percent of them (i.e. 90 enterprises) were making food products, followed by Herbal products constituting 12 percent. The researcher observed through field survey that one of the respondents was first micro-credit women entrepreneur started laser printing / STD / Xerox in Thiruvannamalai District, in the year 1988. Laser printing, garments manufacturing, stuff toy making, household necessities and ornaments, cosmetics, constitutes the same share of percentage i.e. 6 percent each.

The study revealed that the food products enterprises are playing a vital role in generation of income and employment of micro-credit women entrepreneurs in Thiruvannamalai District.

The details of experience and training of micro-credit women entrepreneurs in Thiruvannamalai District out of 300 samples are given in Table 5.8.

Table 5.8: Details of experience and training of the Respondents

S.No.	Particulars	Details	Respondents
1.	Enterprise	(i) Owned	222 (74)
		(ii) Rented	78 (26)
		(iii) Total	300 (100)
2.	Experience	(i) With Experience	90 (30)
		(ii) Without Experience	210 (70)
		(iii) Total	300 (100)
3.	Training	(i) Exposed to Training	180 (60)
		(ii) Not exposed to Training	120 (40)
		(iii) Total	300 (100)

Source: Primary Data

The evidences observed from the Table 5.8, clearly reveals that out of 300 respondents 74 percent of them had run their enterprises in their own building and 26 percent had run their enterprises in rented building.

Only 30 percent of the micro-credit women entrepreneurs out of 300 micro-credit women entrepreneurs had prior experience in their same field before starting the enterprise. And 70 percent of them had no prior experience in their field before starting the enterprise.

Training is an important input in entrepreneurial development 60 percent of the micro-credit women entrepreneurs in Thiruvannamalai District were exposed to various entrepreneurship developments training from various training institutes. And 40 percent of the micro-credit women entrepreneurs were not undergone any kind of training before or after starting the enterprise. It is noted from the above discussion that training is an important one, but, not as much as capital and investment to start or develop an enterprise.

Table 5.9 revealed that out of 300 respondents 70 of them were not employed before starting the enterprise, 30 percent of them were employed earlier. So the study reveals that the informal small scale industrial units are generating employment especially, for women in the study area.

Regarding the source of finance 60 percent of them were started their enterprises with their own finance and 40 percent were started with the help of loans from financial institutions. It is observed that commercial banks and other non-banking financial institutions were playing a major role in providing financial and other assistance to beginners in the entrepreneurship development field.

Table 5.9: Details of the enterprises of Respondents

S.No.	Category	Details	No. of Respondents	Percentage
1.	Employment	(i) Employed earlier	90	30
		(ii) Non-employed earlier	210	70
		Total	300	100
2.	Source of Finance	(i) Own Finance	180	60
		(ii) Bank Loan	120	40
		Total	300	100
3.	Organisation	(i) Sole Proprietorship	240	80
		(ii) Partnership	60	20
		Total	300	100

Source: Primary Data

And also it is obvious that the financial institution has a definite role to play in this field. Out of 300 respondents, 80 percent of them were sole proprietorship and only 20 percent were having partnership in their enterprise. The employment details among the respondents were stated in Table 5.10.

Table 5.10: Employment details among Respondents' households

S.No.	Details	No. of Workers	Percentage
1.	Male	534	35.3
2.	Female	978	64.7
	Total	1512	100

Source: Primary Data

As revealed in the Table 5.10, the total number of 1512 workers had been involving in the 300 sample enterprises. Of which the respective

shares of both male and female constitutes 35.3 percent and 64.7 percent. The reasons for the more percentage of female workers could be that all are basically for women oriented enterprises and one more reason is that it is a women entrepreneurial micro-credit business, therefore she is giving more opportunity for women than men.

Aspiration of Women Entrepreneurs

Interest, efficiency, understanding and perseverance were emphasized as values for efficient management of the enterprise. The goals in relation to the enterprise centered around the expansion of the units, maintaining a better standard of living, education, fostering good health and acquiring property were the goals reported by the women entrepreneurs.

The details of decision making practices of urban micro-credit women entrepreneurs in the study area are stated in Table 5.11.

Table 5.11: Decision making practice of the Respondent entrepreneurs

S.No.	Decision making	Respondents				Total
		Self	Husband	Both	Others	
1.	Planning	234 (78)	18 (6)	48 (16)	-	300 (100)
2.	Operation	252 (84)	18 (6)	18 (6)	12 (4)	300 (100)
3.	Marketing the product	104 (34)	150 (50)	42 (14)	6 (2)	300 (100)
4.	Purchasing of raw materials	156 (52)	126 (42)	12 (4)	6 (2)	300 (100)

Source: Primary Data

Note: Figures in brackets represent percentages.

Figure 5.5: Decision making practice of the Respondent entrepreneurs
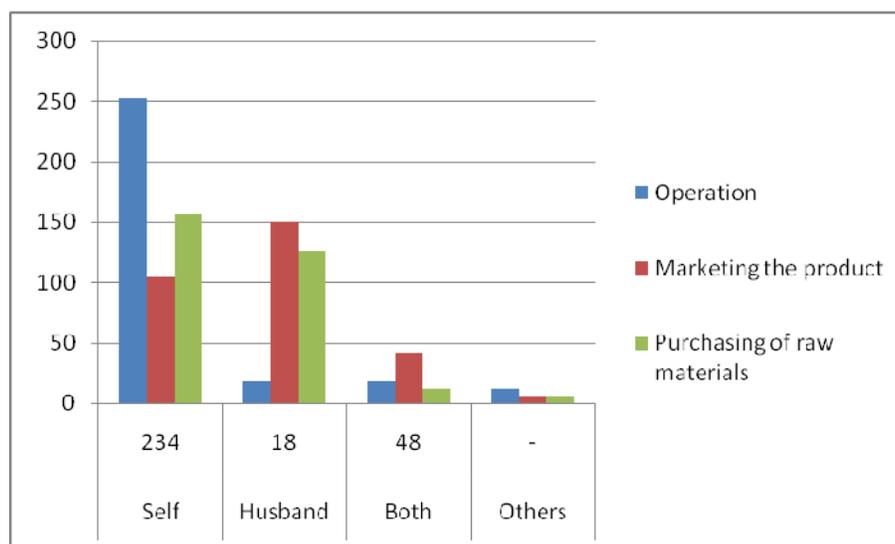
Data shown in Table 5.11 clearly indicates, 78 percent of the urban women micro-credit entrepreneurs in Thiruvannamalai District are taking their own decision in planning. Only 6 percent, out of 300 urban women micro-credit entrepreneurs allowing their husbands to take decisions in planning, and the 16 percent of the Respondents the planning decisions were taken by both husband and wife.

Regarding the operational decisions 84 percent are making their own decisions. Husband alone and both constitute the same percentage (i.e. 6 percent) regarding operational decisions.

The decision making practice in marketing the product were mostly taken by the husbands i.e. 50 percent. The self decision making constitutes 34 percent in the total of 300 urban micro-credit women entrepreneurs.

Out of 300 urban micro-credit women entrepreneurs 52 percent of the urban-micro-credit women entrepreneurs were taking their own decision to

purchase the raw materials for their enterprises 42 percent of the decisions were made by their husbands, 4 percent of the decision regarding purchase of raw materials were taken by both husband and wife and only 2 percent of the decisions taken by others.

An analysis of the decision making practices of micro-credit urban women entrepreneurs revealed that women play a major role in planning, operation, marketing and purchasing of raw materials.

Overwhelmingly majority of women adopted a mental plan in their enterprise at home. A greater majority had expressed 9.30 a.m. to 1.00 p.m. and 5.00 p.m. to 8.00 p.m. as their peak working hours. Time management of peak load was possible in the enterprise by working for extra hours, proper planning and proper allocation of work to others. Use of labour saving devices and following work simplification techniques helped them to manage peak load at home. The details of time management are given in table 5.12.

Regarding time management are concerned, in table 5.12 out of 300 respondents, 50 percent of respondents are spending below 4 hours for supervising per day in their enterprise, followed by 28 percent were spending 5 to 8 hours for the same per day.

Out of 300 respondents 70 percent of them were spending below one hour for account keeping purposes per day, followed by 14 percent were spending more than one hour.

Table 5.12: Details of Time Management

S.No.	Particulars	Classification	No. of Respondents	Percentage
1.	Supervising per day	(i) Below 4 hours	150	50
		(ii) 5 – 8 hours	114	38
		(iii) No Response	36	12
		Total	300	100
2.	Account keeping per day	(i) Below one hour	210	70
		(ii) Above one hour	42	14
		(iii) No Response	48	16
		Total	300	100
3.	Purchasing Raw materials per day	(i) Below three hours	234	78
		(ii) Above three hours	36	12
		(iii) No Response	30	10
		Total	300	100
4.	Marketing per day	(i) Below 5 hours	228	76
		(ii) Above 5 hours	30	10
		(iii) No Response	42	14
		Total	300	100

Source: Primary Data

Out of the total of 300 respondents 78 percent of them were spending below three hours for purchasing raw materials per day. And more than 3 hours constitutes only 12 percent on the other hand, the marketing purposes, 76 percent of the respondents were spending below 5 hours for marketing purposes and only 10 percent for above 5 hours.

Table 5.13: Details of Energy Expenditure Pattern

Sl. No.	Type of Fatigue	Level of Fatigue		
		High	Low	Total
1.	Physiological Fatigue			
	(i) Raw Materials Purchasing	66	234	300
	(ii) Marketing	174	126	300
	(iii) Household activities Production	30	270	300
	(iv) Average	90	210	300
2.	Psychological Fatigue			
	(i) Labour Problem	96	204	300
	(ii) Accounting	36	264	300
	(iii) Planning	78	222	300
	(iv) Average	70	230	300

Source: Primary Data.

The two fatigues that are physiological fatigue and psychological fatigue experienced by urban micro-credit women entrepreneurs at their enterprises are clearly analysed in Table 5.13. The inferences observed from the Table 5.13 reveals that 33.65 percent high level of fatigue and 66.35 percent of low levels of fatigue of the urban micro-credit women entrepreneurs had experienced physiological fatigue at their enterprise. The factors that lead to fatigue at enterprise were mainly raw material problem and marketing problem. Boredom and physiological fatigue were experienced by majority of women in household activities. Use of labour saving devices and paid helpers were the methods adopted home-makers to relieve them from such fatigue.

At an average of 28.4 percent of high level of fatigue and 71.6 percent of low level fatigue of urban micro-credit women entrepreneurs in

Thiruvannamalai District had experienced psychological fatigue at their enterprises. The factors that lead to fatigue at enterprise were mainly labour problem and planning problem. Psychological fatigue was experienced by majority of urban micro-credit women entrepreneurs in accounting at their enterprises.

Table 5.14 explains the annual budget details of each enterprise. The money expenditure has been classified into enterprise with below 50 thousands expenditure and enterprise with above 50 thousands expenditure for rent / tax, materials, maintenance, salaries/wages, reinvestment, effective planning, acquiring bank loan and other expenses. The study revealed that 70 percent of the entrepreneurs spending below 50 thousands as rent / tax. Only 6 percent were constitutes above 50 thousands. And 9 percent of them were not paying any change in the form of rent/tax.

Below 50 thousand, expenditure for raw materials constitutes 56 percent and 44 percent were above 50 thousand. It is revealed that 40 percent of the urban women involved micro-credit enterprise giving salaries / wages below 50 thousands 26 per cent of the entrepreneurs were not spending for salaries / wages because they do not have employees in their enterprise.

Table 5.14: Details of budget for a year in respondent's enterprise

Sl. No.	Particulars	Money Expenditure (Rs)			Total
		Below 50 thousand	Above 50 thousand	No Responses	
1.	Rent/Tax	210 (70)	36 (12)	54 (18)	300 (100)
2.	Raw Materials	168 (56)	132 (44)	- -	300 (100)
3.	Maintenance	228 (76)	30 (10)	42 (14)	300 (100)
4.	Salaries/Wages	120 (40)	102 (34)	78 (26)	300 (100)
5.	Reinvestment	156 (52)	36 (12)	108 (36)	300 (100)
6.	Effective Planning	- (-)	6 (2)	294 (98)	300 (100)
7.	Acquiring bank loan	48 (16)	72 (24)	180 (60)	300 (100)
8.	Others	24 (8)	6 (2)	270 (90)	300 (100)
9.	Average	119.25	52.50	128.25	-

Source: Primary Data

Note: Figures in bracket represent percentage to total

At an average of 21.86 enterprises preparing their annual budget below 50 thousand and only 8.28 were an average of above 50 thousands. It is noted that an average of 27 enterprise were not making annual budget at their enterprise, this is because of they are mostly a micro level growing enterprises.

The details of individual monthly income of urban micro-credit women entrepreneurs from their enterprises are given in Table 5.15.

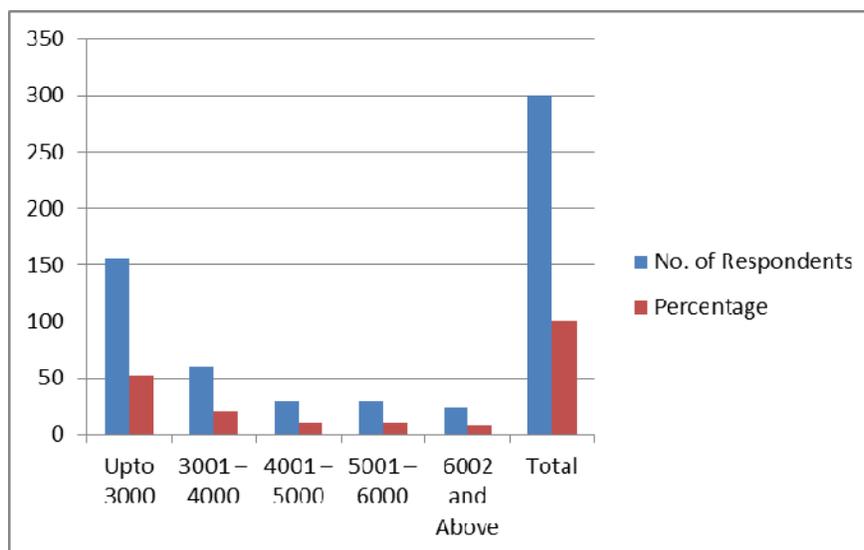**Table 5.15:** **Details of individual monthly income of women entrepreneurs**

(Amount in Rupees)

S.No.	Amount	No. of Respondents	Percentage
1.	Upto 3000	156	52
2.	3001 – 4000	60	20
3.	4001 – 5000	30	10
4.	5001 – 6000	30	10
5.	6001 and above	24	8
	Total	300	100

Source: Primary Data

Figure 5.6: **Details of individual monthly income of women entrepreneurs**

(Amount in Rupees)

Data Shown in Table 5.15, clearly indicated that, the income of respondents has been grouped into five categories. The table shows that 52 percent (out of 300 respondents) of the urban micro-credit women entrepreneurs earning a sum of rupees up to 3000 in a month from their own enterprise. The income group of 3001 – 4000 constitutes 20 per cent of the urban micro-credit women entrepreneurs. Each 10 percent of the urban micro credit entrepreneurs in Thiruvannamalai District are coming under the income groups of 4001 – 5000 and 5001 – 3000 respectively only 8 percent of the respondents are coming above Rs.6001 income group. The steady revealed that from the above discussion the urban micro credit women entrepreneurs in Thiruvannamalai District are earning a considerable monthly income by involving them as a self employed persons and micro credit business activities.

The trend of motivational forces plays a dominant role in the establishment of different entrepreneurship. It is revealed from the Table 5.16 that the self motivation has been a dominating source of motivation (i.e. 58 percent). The Parents were the second most important source of motivation in establishing their enterprise, (34 percent) and only 8 percent of them were motivated by other forces to start an enterprise.

The study revealed that having realized the potentialities inbuilt in them and also the financial burden pressing on them and the desire to give better education to their children forced them to start a micro-credit enterprise.

Table 5.16: Motivational Sources of the respondents

S.No.	Sources of Motivation	No. of Respondents	Percentage
1.	Self	174	58
2.	Husband	102	34
3.	Parents	24	8
	Total	300	100

Source: Primary Data

Figure 5.7: Motivational Sources of the respondents
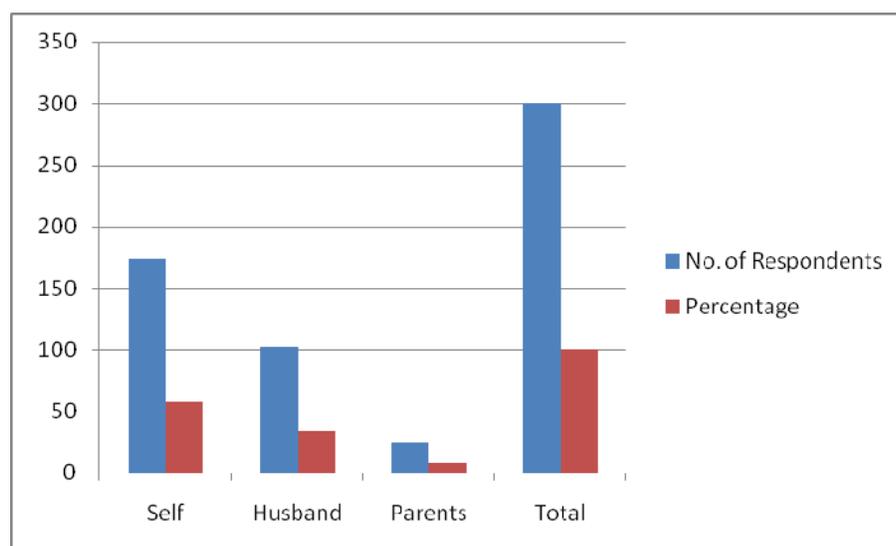
To assess the extent of motivational forces responsible for the starting of the micro-credit enterprise, growth and development of various micro-credit enterprises run by women, different types of motivation were taken into consideration. They are to get more income, to be independent, influence of other entrepreneurs and other forces, the details are indicated in Table 5.17.

Table 5.17: Type of motivating factors to start enterprise of women entrepreneurs

S.No.	Type	No. of Respondents	Percentage
1.	To get more income	54	8
2.	To be independent	210	70
3.	Influence of other Entrepreneurs	24	8
4.	Others	12	4
	Total	300	100

Source: Primary Data

As indicated in Table 5.17 the independency i.e., freedom of urban micro-credit women entrepreneurs forced them to start an enterprise 70 percent. The income factor constitutes 18 percent. It is found that freedom factor plays a dominant role in forcing the urban women to establish a micro-credit enterprise.

Extent and types of institutional assistances availed by urban micro-credit women entrepreneurs in Thiruvannamalai District are presented in Table 5.18.

Table 5.18: Types of Institutional assistance

S.No.	Types of Assistance	No. of Respondents	Percentage
1.	Finance	156	52
2.	Technical	48	16
3.	Raw material	36	12
4.	Machinery and equipment	30	10
	Marketing	30	10
	Total	300	100

Source: Primary Data

It can be observed from the Table 5.18, the types of institutional assistances are finance, technical, raw materials, machinery and equipment and marketing. It has been found that from the table that maximum assistance i.e., 52 percent was availed in the form of finance from the Commercial Banks. The second most commonly sought assistance was technical at pre and post establishment period i.e., 16 percent. Assistance in the form of raw material (12 percent) machinery and equipment (10 percent) and marketing (10 percent) were availed only by a few urban micro-credit women entrepreneurs in Thiruvannamalai District.

In the study area, Micro-credit women entrepreneurs encounter number of problems, difficulties and constraints in setting up and developing their micro-credit business enterprises. They face the general problems faced by all women entrepreneurs.

In general consensus is that promotion of micro credit women entrepreneurs should form an integral part of all development efforts. In the modern days, Government has been giving increasing importance to the development of micro-credit women entrepreneurs in the country in recent years.

Women entrepreneurs in the country in recent years, the sixth five year plan, for example, proposed promoting female employment in women owned industries. The Government moved step forwarded in the seventh five year plan by including a specific points;

- Development programmes.
- To devise training facilities for women to suit their varied needs and skills.

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- To improve their efficiency and productivity.

- To provide assistance for marketing their products.

- To involve women in decision marking process.

There are several financial arrangements like relatives and friends, traders and commission agents, thandal system, Kandhu system and other low level of institutional arrangements, SHGs, State Industrial Corporations district industry centres, voluntary agencies, Ladies organisations, national alliance of young entrepreneurs which have been engaged in producing and developing micro-credit women entrepreneurs. Added to these regional, national and international women associations set up with a purpose of create a congenial environment for developing Micro-credit women entrepreneurship in the urban areas. The details of general problems and specific problems faced by the respondents are stated in Table 5.19.

Table 5.19: General Problems and Specific Problems Faced by the Respondents

General Problems	Problems Specific to Women
Raw materials problems	Lack of need achievement, economic
Marketing problems	independence and autonomy
Problems of finance	Absence of risk bearing capacity
Infrastructural problems	Lack of education skills
Problem of skilled man power	Male dominating society
Delays in promotional Procedures	Lack of business information and experience
Difficulties in availing of Government Concession and subsidies	Heavily involved in family problems Lack of viable concept Social stigma attached to certain Vocations

Source: Statistical Hand Book of Thiruvannamalai District, 2001-2002.

Table 5.20 gives the constraints related to general / personal of urban micro-credit women entrepreneurs in Thiruvannamalai.

Table 5.20: General/personal constraints faced by women entrepreneurs

S.No.	Constraints	Yes	No	Total
1.	Excessive burden of work and responsibility	180 (60)	120 (40)	300 (100)
2.	Lack of proper training	96 (32)	204 (68)	300 (100)
3.	Difficulty in handling technical, financial and managerial activities	174 (58)	126 (42)	300 (100)
4.	Poor risk-taking ability	120 (40)	180 (60)	300 (100)

Source: Primary data. Note: Figures in bracket represent percentages.

Excessive burden of work and responsibility and difficulty in handling technical, financial and managerial activities are the major constraints faced by urban micro-credit women entrepreneurs in Thiruvannamalai District among general and personal constraints. These two constitutes 60 percent and 58 percent out of 50 urban micro-credit women entrepreneurs in Thiruvannamalai District respectively. Only 40 percent of the respondents were facing poor risk-taking ability constraints, 32 percent of the respondents were facing lack of proper training facilities.

Table 5.21: Inception period constraints faced by women entrepreneurs

S.No.	Constraints	Yes	No	Total
1.	Arrangement of finance	216 (72)	84 (28)	300 (100)
2.	Recruitment of personnel	138 (46)	162 (54)	300 (100)
3.	Labour Problems	114 (38)	186 (62)	300 (100)
4.	Inadequate Infrastructure	198 (66)	102 (34)	300 (100)
5.	Lack of informal and experience in the field	114 (38)	186 (62)	300 (100)

Source: Primary data.
Note: Figures in brackets represent percentages.

Table 5.21 explains the inception period constraints faced by urban micro credit women entrepreneurs in Thiruvannamalai District. It is evident from the table that 72 percent of the respondents had faced constraints in the arrangement of Finance during the inception period, followed by 66 percent of the urban micro-credit women entrepreneurs in Thiruvannamalai District had faced constraints in the inadequate infrastructural problems. And recruitment of personnel, labour problem and lack of information and experience in the field constitutes 46 percent and 38 percent respectively. It is observed that the required finance and adequate infrastructure are the two major things in establishing and developing a micro-credit enterprise.

Table 5.22: Marketing constraints faced by the Respondents

S.No.	Constraints	Yes	No	Total
1.	Lack of marketing experience	198 (66)	102 (34)	300 (100)
2.	Difficulty in getting money from buyer after credit sales	240 (80)	60 (20)	300 (100)
3.	Slackness in demand	198 (66)	102 (34)	300 (100)
4.	Lack of transport facilities	102 (34)	198 (66)	300 (100)

Source: Primary data.
Note: Figures in bracket represent percentages.

Table 5.22 explains the marketing constraints faced by urban micro credit women entrepreneurs in Thiruvannamalai District. The table reveals that the 80 percent of the urban women micro-credit entrepreneurs had faced constraints in difficulty in getting money from buyer after credit sales.

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66 percent were facing lack of marketing experience and 66 percent of the women entrepreneurs had faced constraints in slackness in demand and only 34 percent were facing difficulties in the lack of transport facilities.

A considerable percentage of urban micro-credit women entrepreneurs face constraints in lack of infrastructural facilities. It is observed that marketing is a vital component of development for any product and also observed that marketing is one of the major problems of urban micro-credit women entrepreneurs in Thiruvannamalai District.

On the other hand, the labour and raw material constraints faced by urban women micro-credit entrepreneurs are concerned, it is evident from the Table 5.23 observed that 26 percent of the urban micro-credit women entrepreneurs in Thiruvannamalai District, had faced constraints in high level of absenteeism, 40 percent had faced constraints in lack of supply of raw materials for continuous production. Non availability of skilled workers and others are the important constraints. These two constitutes 32 percent. But it has been found that labour and raw material constraints is not a serious problem of urban micro-credit women entrepreneurs in Thiruvannamalai District when compare to other constraints. The details of labour and raw material constraints faced by urban women micro-credit entrepreneurs are stated in Table 5.23.

Table 5.23: Labour and Raw Material constraints faced by urban women micro-credit entrepreneurs

S.No.	Constraints	Yes	No	Total
1.	Non-availability of skilled workers	96 (72)	204 (28)	300 (100)
2.	Lack of supply of raw materials for continuous production	120 (40)	180 (60)	300 (100)
3.	Absenteeism	78 (26)	222 (74)	300 (100)

Source: Primary data

Note: Figures in brackets represent percentages.

Technological constraints faced by urban women micro-credit entrepreneurs in the study area plays a dominant role. Ineffective consultancy services, non-availability of modern technologies, lack of technical know how about the unit and difficulty in maintenance and repairing machinery are the constraints faced by urban micro-credit women entrepreneurs in technology. It is revealed that only less number of micro credit women entrepreneurs had facing this problem but for many of them, it was not a big problem. Out of 300 respondents 38 percent was facing constraints in Non-availability of modern technologies, 26 percent were facing constraints in difficulty in maintaining and effective handling of equipments.

Table 5.24: Technological constraints faced by women entrepreneurs

S.No.	Constraints	Yes	No	Total
1.	Ineffective consultancy services provided by the Govt. agencies	108 (36)	192 (64)	300 (100)
2.	Non-availability of modern technologies	114 (38)	186 (62)	300 (100)
3.	Lack of technical know how about the unit	96 (32)	204 (68)	300 (100)
4.	Difficulty in maintenance and effective repairing of machinery	78 (26)	222 (74)	300 (100)

Source: Primary data

Note: Figures in brackets represent percentages.

The effective consultancy services and lack of technical knowledge among the respondents are the other technical constraints facing b the respondents in the study area. The details of financial constraints faced by the respondents are given in Table 5.25.

Table 5.25: Financial constraints faced by Respondents

S.No.	Constraints	Yes	No	Total
1.	Limited working capital	270 (90)	30 (10)	300 (100)
2.	Lack of funds for fixed assets	216 (72)	84 (28)	300 (100)
3.	Inadequate assistance from financial agencies & banks	90 (30)	210 (70)	300 (100)
4.	Inadequate installments for repayment	72 (24)	228 (76)	300 (100)

Source: Primary data.

Note: Figures in bracket represent percentages.

Regarding financial constraints faced by urban women micro-credit entrepreneurs in Thiruvannamalai District in their enterprises are concerned that the 90 percent of the respondents encountered limited working capital followed by 72 percent of them had faced lack of funds for fixed assets. It has been observed that most of the women entrepreneurs did not expect financial assistance from commercial banks and other financial institutions. This is because most of them started enterprise of their own finance.

The Welfare effects of Micro Finance on the Respondent households in the study area

Microfinance refers to the provision of financial services to the poor. In the last three decades, it has emerged from a grassroots movement to a global industry. Improving the efficiency and effectiveness is the main challenge of microfinance in order to serve more clients on a sustainable basis. This has motivated to concentrate on the efficiency and effectiveness of the microfinance in the study area. The choice of variables selected for effectiveness analysis is stated in Table 5.26. As can be seen, the welfare indicators focus on direct and expected household outcomes, namely income and consumption. The effects of the contribution of microfinance to household welfare are identified by examining the relationship between the duration in microfinance and amount of loans received after controlling the household characteristics and Area. The details of the list of variables are given in Table 5.26.

Table 5.26: List of variables

Welfare Indicators	Household characteristics
• Household Income	• Age of household head
• Income per person	• Sex to household head
• Income per adult equivalent	• Household size
• Household consumption	• Number of labour
• Consumption per person	• Department ratio
• Consumption per adult equivalent	Education of labour (average education level of persons in the labour age)
	• Capital stock
	• Arable land
	• Shocks encountered
Microfinance Intervention	**Area Characteristics**
• Eligibility criteria	• Casual wage
• Loans from microfinance	• Price of rice
• Months in microfinance	• Availability of grid electricity
	• Availability of paved road
	• Distance to township

The efficiency analysis is conducted using the production frontier approach with data collected from the survey. The result revealed that the main source of inefficiency of microfinance was due to their small operation scale. In order to be able to further develop for this sector, it is necessary to analyse the effectiveness of microfinance in poverty reduction.

This research examines the effects of microfinance on welfare of the respondent households using econometrics techniques with the data collected from the survey at the household level in the study area.

The Analytical Framework

This section presents a model that can be used to illustrate the relationship between access to microfinance and household welfare. The model includes a presentation on main components of a representative household and the main channels in which microfinance may affect key household economics indicators, such as income and consumption.

Household Production and Utility Functions

In agricultural household models, households play the roles of both producers (represent by a production function) and consumers (represent by a utility function), hence, effects of any intervention such as microfinance services, need to be examined through both these functions.

Production function

Let us consider a household that acts as both producer and consumer while remaining in contact with the outside economy by purchasing inputs, labour, capital; and selling outputs, services, labour and deposit savings. The production activities of the household at period *t* are conducted by using labour (L_t), capital (K_t), land (N_t), and other inputs including purchased and home inputs (X_t), to produce output (Q_t). All components of the household production can be affected by exogenous shocks ε_t (e.g., weather, fashions, techniques), which are assumed to have a normal distribution and affect household production multiplicatively.

$$Q_t = f(L_t, K_t, N_t, X_t : \varepsilon_t) = f(L_t, K_t, N_t, X_t)\, \varepsilon_t \qquad (1)$$

Although in the study area, most of the households primarily use home labour, the labour market is normal and the use of hired labour is possible. The production function (1) allows the transition of hired labour (L_{ht}) into the family production activities, and family labour into the local labour market during the off-season period. The stock of family labour may be influenced by some quality factors, such as health status. For example, households having good health and a skilled labour force are likely to have higher productivity. Likewise, households with sound microfinance and well-connected networks of social relations may have a chance to improve production in the respondent's enterprises through better information and other privileges shared among them. The family labour stock (L_{ft}) includes time spent on production within the household (L_{Qt}), time spent on waged employment outside the household (L_{wt}), time for housework (L_{zt}), and leisure time (L_{lt}).

$$L_{Qt} = L_{ft} - L_{ht}$$

$$= L_{ft} - (L_{wt} + L_{zt} + L_{lt}) \qquad (2)$$

The capital stock used in production may be divided into financial capital and physical capital. The physical capital stock is a function of the existing stock (depreciated) plus the value of investment in the past period. Therefore, the equation for physical capital stock is presented in (3), where δ is the depreciation rate and I_t is the investment level in period *t*.

$$K_{t+1} = (1-\delta)K_t + I_t \qquad (3)$$

The financial capital of household includes cash in hand, savings and funds mobilised from external sources. With the availability of special financial services the eligible households may decide to join the program and demand an amount B_t to invest on indivisible projects. The financial capital stock of households can include endowments, borrowed funds, savings and retained earnings. Therefore, the evolution of household financial capital stock (F_t) can be represented in equation (4), where r_t is the interest rate of financial stock from period t to period t+1; Π_t is the profit, E_t is the endowment, R_t is the remittance, C_t is the consumption, and I_t is the investment in period *t*.

$$F_{t+1} = (1 + r_t)F_t + \Pi_t + E_t + R_t + B_t - C_t - I_t \tag{4}$$

The profit of respondent households is measured as the total revenue minus total costs. The total revenue consist of the revenues from production (i.e., the product of home output, Q_t, and its price, P_{Qt}); income from waged labour (i.e., the product of wage rate, w_t, and outside work hours, L_{wt}); and the earnings from savings and/or other financial assets (i.e., provided by the product of saving interest rate, r_{St}, and the saving volume, S_t). Total costs include spending on hired labour (i.e., the product of wage rate, w_t, and hired labour, L_{ht}); purchased inputs (i.e., a product of the input set, X_t, and its price, P_{Xt}); the rent and/or tax on production land (i.e., a product of land rental rate, a_t, and the area of net land exchange N_{nt}); and the cost of loans and/or other financial liabilities (i.e., proxied by the product of the loan interest rate r_{Bt} and the loan volume B_t).

$$\Pi_t = (P_{qt}Q_t + r_{st}S_t + a_tN_{nt} + w_tL_{ht} + X_tP_{xt} + r_{Bt}B_t) \qquad (5)$$

The market for productive land is still imperfect. Households can rent or own the areas, change occupation, or lack production ability.

The input set of this model (X_t) is the combination of home inputs and purchased inputs. Traditionally, production in micro credit women owned enterprises does not need much in the way of purchased inputs, but with the development of new technologies, new inputs giving higher productivity became available, leading to same households making a switch from traditional inputs. Thus, the proportion of purchased inputs over home inputs can be used as a proxy for the production technology adopted by households.

The components of the production function (i.e., physical, financial, social and human capital) in a household are transferable during the production process. Likewise, financial and physical capital can have a relationship with human capital through the consumption of food, education and health care services. For example, borrowers may invest a proportion of borrowed funds for production and use any remaining part to cover shortfalls in food consumption, which can result in the necessary level of nutrition needed for a productive labour force. The dynamics among these components may depend on factors such as the size and timeframe of the investment, household characteristics and other unobservable characteristics of the household, such as risk attitude and entrepreneurial skills. We can describe the way in which households make decisions on

optimal ways to develop physical capital, financial capital, social capital, and human capital and using a utility function.

Utility Function

We assume that the main goal of the respondent households is to maximise the level of utility, resulting from the consumption (C_t) of home produced goods (Q_{ht}), market purchased goods (Q_{mt}), and leisure (L_{lt}). The consumption of goods and services, and the allocation of time for leisure are expected to be affected by a set of exogenous household characteristics θ_t (e.g., household size and dependency ratio). For example, households with small children may not be interested in choosing long distance travel as a leisure activity. Assuming that the timeframe in which the household operates is from period 0 to period T, the life-time utility of a household is the total of present-value instantaneous utility with functional form υ_t in each period, discounted by α and the expectation E_t conditional on the information available at time t, is presented in equation (6).

$$U = E_t \sum_{t=0}^{T} (1+\alpha)^{-t} \upsilon_t(C_t, L_{lt}; \theta_t) = E_t \sum_{t=0}^{T} (1+\alpha)^{-t} \upsilon_t(Q_{mt}, Q_{ht}, L_{lt}; \theta_t) \qquad (6)$$

The level of consumption is decided by the total budget available for consumption. Particularly, the budget for households to purchase market goods and services and the value of leisure time are determined by the marketed surplus, the value of the net labour exchange, the net value of land exchange (i.e., $\alpha_t N_{nt}$), endowment (E_t), remittances (R_t) and borrowing (B_t), and the input costs ($P_{xt}X_t$).

$$P_{mt}Q_{mt} = P_{Qt}Q_{nt} + w_tL_{nt} + \alpha_tN_{nt} + E_t + R_t + B_t - P_{xt}X_t \tag{7}$$

The respondent household aims to maximise utility by choosing the appropriate combination of consumption and leisure in (6), given the production technology in equation (1), the time constraint in equation (2) and the budget constraint in equation (7). These latter two constraints can be represented by evolution equations of two state variables, physical and financial capital stocks, presented in the following optimisation problem.

$$\underset{D_t = (L_{wt},L_{ht},L_{lt},Q_{ht},Q_{mt},B_t,S_t,I_t)}{Max} \quad E_t \sum_{t=0}^{T} (1+\alpha)^{-1} \upsilon_t (Q_{mt},Q_{ht},L_{lt},\theta_t)$$

Subject to:

$$K_{t+1} = (1 - \delta)K_t + I_t$$

$$F_{t+1} = (1 + r_t)F_t + \Pi_t + E_t + R_t + B_t - C_t - I_t$$

$$F_{t+1} \geq F_{\circ} > 0; K_{t+1} \geq K_{\circ} > 0 \tag{8}$$

The notation D_t in the above problem, represents the set of decision choices of a household on production and consumption factors. Meanwhile, the first constraint reflects the evolution of physical capital stock in equation (3), the second constraint is obtained by inserting equation (5) into equation (4), representing the evolution of financial capital. The third constraint is a common restriction that a household leaves physical assets and financial stock for the next generation no less than their positive endowments. Other factors only need a non-negative restriction, allowing them to move in or out of the system.

The value of the maximised utility from the above optimisation problem is represented by an indirect utility function V_t in equation (9), with K_{t+1} and F_{t+1} following evolution equations (3) and (4), respectively.

$$V_t(F_t,K_t) = \underset{F_t K_t}{Max} \{U(Q_{ht}, Q_{mt}, L_{lt};\theta) + (1+\alpha)^{-1} E_t V_{t+1}(K_{t+1}, F_{t+1})\} \qquad (9)$$

The decisions regarding optimal levels of production variables (e.g., capital, labour, land, inputs) and consumption variables (e.g., goods and services, leisure) are solved by deriving the first order conditions of this indirect utility function with respect to the variables of interest. For example, the optimal credit amount is solved by differentiating equation (9) with respect to external credit as follows.

$$V'_t(B_t) = (1 + \alpha)^{-1} E_t\{V'_{t+1}(F_{t+1})\} = 0 \qquad (10)$$

The expression presented in equation (10) shows that the respondent households will borrow until the discounted marginal benefit of the credit is zero, or equivalently when the loan interest rate equals the value of the marginal product of the loan. In practice, households may not be able to obtain the optimal amount of loan funds due to credit rationing, and hence, they equate the shadow price of loans with the value of its marginal product. Regardless of equating the exogenous loan interest rate to the value of the marginal product of the loan, households select the loan size which allows them to get as close as possible to the optimal path. Therefore, the decision on optimal amount of loans will be depicted in a reduced-form function of market prices and inputs as:

$$B^*_t = B^*_t(P_{xt}, P_{mt}, P_{Qt}, L_t, K_t, N_t, r_t, \mid \theta_t; \varepsilon_t) \tag{11}$$

Substituting B_t^* into equations (1), (5), (7) and (6), we can see that there is a relationship between credit and household income and consumption. Using the first order conditions for decision variables, we obtain a system of equations where each endogenous decision variable is a function of all exogenous variables and hence, the household decisions can be solved econometrically by reduced-form equations for the variables of interest such as financial input.

ESTIMATING THE EFFECTS OF MICROFINANCE ON THE RESPONDENT HOUSEHOLDS

As mentioned previously, there is a relationship between the decisions regarding the financial inputs and various indicators of household economic wellbeing, such as income and consumption. The effects of microfinance, therefore, can be estimated by comparing the outcomes of households with and without microfinance access, classified by the eligibility criteria θ_t as in equation (12), where V^P_t and V^N_t represent the indirect utility of participating and non-participating households, respectively. The effects of microfinance can be measured by comparing the outcomes of participants and non-participants. That is, effects=V^P_t - V^N_t, where:

$$V^p_t = V_t\,(B_t, K_t, L_t, N_t, P_{xt}, P_{Qt}, P_{mt} \mid \varepsilon_t; \theta_t = 1)$$

$$V^N_t = V_t(B_t, K_t, L_t, N_t, P_{xt}, P_{Qt}, P_{mt} \mid \varepsilon_t; \theta_t = 0) \tag{12}$$

The linkages and components of microfinance presented in the model above suggest that financial inputs (proxied by access to microfinance) can affect household economic wellbeing. Microfinance services can create effects on household economic indicators through four main channels, namely financial capital, physical capital, human capital and social capital. Other important determinants of household utility may include household size and composition, endowments, remittances, production technology and market prices.

Factors affecting direction and satisfaction of Micro-credit women entrepreneurs in Thiruvannamalai District

In the present era, the women-owned businesses in the form of women entrepreneurs are one of the fastest growing entrepreneurial populations in the India. One of the most important objectives of this research work is to study the factors that affect women entrepreneurial direction and their satisfaction in Thiruvannamalai District. In this regard, this research work explores the affecting variables and their impact on direction and satisfaction of the respondents in the study area. The proposed model and hypotheses were tested by using the data collected from the respondents in the study area by using pre-determined interview schedule. Univariate, bi-variate, and multi-variate techniques were used for data analysis. In Structural Equation Modeling (SEM), 13 paths were created for evaluating the cause and effect relationship between different factors viz., social, psychological, financial, push, pull factors, problems, difficulties, constraints and entrepreneurial direction and satisfaction. Out of 13 paths

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eight relationships are significant while five relationships are insignificant in this structural equation. The key finding of this research work is that all factors affect direction highly as compared to satisfaction. The implications of research findings for researchers and practitioners are discussed and the suggestions have also been provided.

A dynamic entrepreneurial resource that shapes both opportunities and constraints, location, natural resources, and the landscape, social capital, rural governance, business and social networks, as well as information and communication technologies, exert dynamic and complex influences on entrepreneurial activity. Entrepreneurship is a key to economic development in many countries across the globe. It is one of the newest areas of research in the entrepreneurship field and has become one of the significant supportive factors for economic development and entrepreneurial development.

The status of women in India has long been paradoxical. They have had access to professions such as medicine, teaching, and politics and have the right to own property. Among some social classes, women are extremely powerful. Women have been taking increasing interest in recent years in income generating activities, self-employment, and entrepreneurship. This is seen in respect of all kinds of women both in urban and rural areas. Women are taking up both traditional activities (pickle making, toy making, jam and jelly), and also non-traditional activities (like computer training, catering services, beauty parlor, etc.).

The economic, social, religious, cultural, and psychological factors affect origination and success of women entrepreneurs. The reasons and motivations for starting business or economic activities by the women are enormous. The important reasons are earning money or attractive source of income, enjoying better life, availability of loans, favorable government policy, influence of success stories, personal satisfaction, desire to utilize own skill and talents, unfavorable present working environment, self-employment and employment of others, assurance of career and family security, fulfillment of creative urge of the borrowers' experience in family business, self-confidence, non-ability to find suitable job or work, encouragement and advice of the family members, economic necessity, and so on.

Factors affecting entrepreneurial direction (EO) and hypotheses building

Entrepreneurial direction is viewed as an entrepreneurial characteristic that makes the entrepreneurs innovative and growth oriented. It refers to the processes, practices, and decisions that tackle or accept the existing and forth coming opportunities in a better way. The construct of entrepreneurial direction consists of three dimensions viz; innovation, risk taking, and pro-activity, which are helpful and contribute positively towards firm performances and makes the entrepreneurs satisfied with overall performance. While investigations into the reasons, why women start businesses have been sparse, over the past 20 years a number of studies have examined the reasons as to why men initiate ventures. In general,

researchers have found that men start their businesses primarily as a result of such 'pull' factors as the opportunity to work independently, to have greater control over one's work, and to earn more money. There is a lesser influence from such 'push' factors as limited advancement opportunities, job frustration, and avoiding an unreasonable boss or unsafe working conditions. Entrepreneurs, including women, and reported that the male entrepreneurs were most motivated by the need to improve their positions in society for themselves and their families, while the female entrepreneurs were most motivated by the need for achievement. However, the researcher cautioned that cultural differences across samples precluded generalizing findings to the respondents. Women's careers cannot be well understood by studying the patterns of men.

The researcher searched to find the reasons for starting the business by women entrepreneurs in the study area. Most frequently cited by the respondents in the study area are 'push' factors of frustration and boredom in their previous jobs, followed by interest in the business, with 'pull' factors such as autonomy a distant third. Women see work environments in large organizations as significantly more hostile and this perception was related to women's turnover intentions. Thus, 'push' factors may be a more important influence for women than for men. Consistent with this research experienced respondents who leave the large organization to be become micro-credit entrepreneurs may be leaving their corporate positions due to the glass ceiling, in effect an organizational push motivator. Some of these key motivational factors are presented in the Table: 5.27

Table: 5.27: Key motivational factors

Pull factors	Push factors
Autonomy and independence	Dissatisfaction in the labor market
Personal satisfaction and achievement	Need for greater income redundancy
Dream of being an entrepreneur	Unemployment
Gap in the market	Last resort
Looking for a challenge	
Rejecting stereotypical feminine identities	

Source: Formulated from the primary data

On the basis of the foregoing analysis it is hypothesized that,

Hyp. 1: Push factors affect entrepreneurial direction of the respondents more than the pull factors in the study area.

Hyp. 2: Both push and pull factors affect satisfaction of the micro credit women entrepreneurs in the study area.

Women who try to enter a micro-credit business, either in a managerial or entrepreneurial role, are generally exposed to various environmental constraints. Starting and operating business involves considerable risk and effort on the part of the entrepreneur, particularly in the light of highest failure rate. Perhaps, this rate is even higher in the case of micro-credit women entrepreneurs who have to face not only the usual business problems but also their family problems. This not only limits the scope of their contribution to the industrialization process, but also undermines the productive utilization of an available human resource, that is most needed in the study area.

The development of micro-credit women entrepreneurship depends on socioeconomic development of the people. Experts opined that the essentials to develop micro-credit women entrepreneurship are the development of capabilities of the borrowers. Once the respondents are self-sufficient, they will be able to initiate their own projects and consequently it will help them to stand on their own feet. This research identified micro-credit business challenges specific to women entrepreneurs and some of the difficulties reported included: obtaining start-up funds, financial management, and development of effective marketing, planning, decision making, execution and advertising. The root causes of limited financial success were often attributed to early management practices. This research examining women's access to capital employed in order to determine whether women faced obstacles in obtaining financial assistance. Women were more likely to attribute the denial of financial assistance to gender bias than were men, but there was evidence that some of the differences were based on the gender stereotypes held by the capital providers. Micro-credit Women entrepreneurs were also significantly more likely to perceive disrespectful treatment by lending officers. Institutional arrangements frame not only how many respondents perceive opportunities and make strategic choices, but also how these respondents view their entrepreneurial activities. Particularly pertinent is how the 'gatekeepers' of resources as well as the power holders, be it in the household and community or at the wider societal levels, have an impact, often subtle or hidden, on the entrepreneurial activity of the respondents. Though the respondents are adept at turning social resources into human and economic resources, but only few of them enter

into the business arena. Specifically, the researcher found that a lack of social capital and networks were key reasons why respondents had less access to venture capital funding in high-growth entrepreneurial activities, thus the next two hypotheses are;

Hyp. 3: Financial factors significantly affect direction and satisfaction level of the micro-credit women entrepreneurs in the study area.

Hyp. 4: Micro-credit Women entrepreneurs have difficulty in procuring loans in the study area.

The Respondents are driven by unique attitudes, needs, and values. These characteristics are thought to drive the entrepreneur to behave in a certain fashion. Several psychological components include the various needs, propensity of risk taking behavior, and personal values. According to McClelland's theory, the need for self-achievement is associated with entrepreneurial motivation. A longitudinal study assessed the relationship between psychological characteristics and entrepreneurial activities, using measures of achievement motivation, locus of control, risk perception, and creativity. A surprising finding emerged through an adaptation of Miner's model that allowed for the consideration of attribution styles. These results showed the respondents were more likely to take risks than their male counterparts. The researcher suggested that respondents may be more willing to accept entrepreneurial risk because they face a more hostile and prejudicial work and business environment. Thus the next two hypotheses are;

Hyp. 5: Psychological characteristics influence the direction and satisfaction of the respondents in the study area.

Hyp. 6: The Respondents are willing to take business risks.

How a society thinks about entrepreneurship may influence the pool of potential entrepreneurs. The pull between family and work and the multiple other social roles that the respondents play can be seen in how role conflict is experienced–regardless of family structure or time spent at work. This conflict was found to be more prevalent among the respondents with lower self-esteem or self-worth. The relationship between time commitment to entrepreneurial activities and time commitment to family mediated the effect of role demands. For the respondents, motherhood or family embeddings will directly influence how the entrepreneurial process unfolds. Family role will influence information networks used to identify the market opportunity. Hence, the respondents with high commitment to family will be less likely to interact in market, financial, business, possibly affecting the growth prospects. On the basis of the foregoing discussion the next hypothesis is:

Hyp. 7: Social support affects the Entrepreneurial Direction and satisfaction of the respondents.

The respondents have worker-related problems such as labor absenteeism, lack of skilled labor, difficulty in retaining workforce and low productivity of labour. Lack of financial assistance creates problems for

purchase of raw material and other infrastructural facilities to start their enterprises. Thus the next hypothesis is;

Hyp. 8: The respondents in the study area have work-related problems.

The concept of Entrepreneurial Direction refers to the processes, practices, and decision activities leading to new entry or opportunity for an individual or firm. In the entrepreneurship domain, especially in the case of micro-credit women entrepreneur, the construction of entrepreneurial direction was operationalized. The individual respondents with strong entrepreneurial directions are willing to take on high-risk in exchange for potentially high returns and satisfaction. The micro-credit enterprises with weak entrepreneurial directions are highly risk-averse, non-innovative, and reactive and less satisfied. Thus it is hypothesized that;

Hyp. 9: The higher the level of entrepreneurial direction, the higher is the satisfaction level of the respondents in the study area.

Data purification-exploratory factor analysis

Data collected has been subjected to factor analysis to bring out the important factors affecting micro-credit women entrepreneurs in Thiruvannamalai District. The data has been summarized by application of Principal Component Analysis along with Varimax rotation. The reduction of data began from anti-image correlation matrix and statements with values less than 0.50 on the diagonal axis were deleted first. Then communalities were checked and variables with extracted communalities less than 0.5 were

deleted. In the last stage, rotated component matrix was inspected and variables with values less than 0.5 and double loading were deleted. The statements with factor loading less than 0.5 and Eigen value less than 1.0 were ignored for the subsequent analysis. Data purification was performed on all constructs. The statements of social factors were reduced after three rounds of factor analysis, which covered under one factor explaining about 56 percent of the total variation (Table 5.28). Application of factor analysis on psychological factors reduced with acceptable factor loading values and communalities. About 65 percent variance is being explained by this construct (Table 5.28). Financial factor was reduced to four items under one factor, explaining 64 percent of the total variation. All items have average to good factor loadings and communalities are also above 0.5. The problem construct resulted under one factor with good factor loading values and 72 percent of the total variation is being explained by this construct. The satisfaction construct was also reduced to four items after factor analysis, which explained 67 percent of the variation. Twenty items of entrepreneurial direction construct were reduced to eight under one factor explaining 78 percent of the total variance. All items have good factor loadings and communalities (Table 5.28). Twelve items of entrepreneurial motivation were reduced to nine, which converged under two factors namely, push and pull factors with average to good factor loadings and communalities. About 61 percent variance is being explained by this construct.

Table 5.28: Summary of exploratory factor analysis

Factors	M	SD	FL	Comm	Eigen value	V.E (%)	KMO Value	Alpha value
Social Factor	3.70				2.22	55.5	0.668	0.751
Family welfare	3.74	0.912	0.816	0.667				
Family motivation	3.54	0.813	0.809	0.657				
Moral support of family	3.53	0.747	0.759	0.556				
Society takes my work in good spirit	3.99	0.936	0.549	0.577				
Psychological Factors	3.94				2.58	64.457	0.546	0.832
Urge for learning	3.96	0.596	0.504	0.521				
Not afraid of failures and business risk.	3.75	0.983	0.781	0.611				
Do not get discouraged easily	3.95	0.852	0.835	0.697				
High self–esteem	4.10	0.661	0.528	0.535				
Financial Factors	2.57				2.56	64	0.762	0.743
Government support	3.28	1.213	0.737	0.525				
Support of financial agencies/difficulty in procuring loan.	2.12	0.910	0.625	0.516				
Financial motivation to start the unit.	2.19	0.857	0.515	0.502				
Awareness about loan scheme	2.70	1.189	0.724	0.544				
Work-Related Problems	3.00				4.332	72.2	0.511	0.791
Availability of raw material	3.15	0.872	0.572	0.512				
Demand for the product	3.26	0.765	0.781	0.813				
Infrastructure	3.10	0.732	0.835	0.815				
Warehousing facilities	3.15	0.714	0.894	0.848				
Power supply	2.33	0.899	0.677	0.661				
Skilled workforce	2.69	0.931	0.672	0.633				
Satisfaction	4.04				2.685	67.13	0.609	0.741
Business satisfaction	4.23	0.690	0.773	0.615				
Satisfaction with Business earning	4.01	0.744	0.79	0.638				
Satisfied with family support	4.14	0.590	0.665	0.543				
Satisfied with workers	.79	0.632	0. 68	0.939				
Entrepreneurial Direction	3.72				5.66	78.2	0.611	0.873
Want to achieve in the society	3.82	0.730	0.789	0.642				
Want to control the Events around me	3.45	0.936	0.782	0.631				
Financial independence	4.57	0.528	0.863	0.803				
Self-confidence	3.95	0.601	0.763	0.599				
Determination	3.97	0.781	0.513	0.575				
Independence in decision making	3.80	0.706	0.613	0.513				
Innovative instincts	2.10	1.05	0.523	0.73				
Profitability of business	4.12	0.632	0.836	0.762				
								Contd…

Factors	M	SD	FL	Comm	Eigen value	V.E (%)	KMO Value	Alpha value
Pull Factors	4.07				3.25	30.61	0.683	0.771
Feel proud to be entrepreneur	4.45	0.6 0	0.674	0.565				
It gives me satisfaction	3.92	0.590	0.79	0.625				
Freedom to adopt my own approach	4.09	0.623	0.521	0.523				
Confident about my skills and knowledge.	3.83	0.533	0.747	0.585				
Push Factors	3.31				2.71	30.11	0.525	0.732
Desire for good life	3.92	0.797	0.713	0.509				
Financial help from government.	1.98	1.19	0.756	0.581				
Motivated due to schemes for assistance.	2.16	0.868	0.503	0.503				
Attracted by high profit margins	4.18	0.689	0.814	0.663				
Need for greater income	4.30	0.836	0.774	0.601				

Construct reliability and validity–confirmatory factor analysis

The factors that emerged after exploratory factor analysis were validated through confirmatory factor analysis with the help of AMOS software (16th version). The variables that emerged after Exploratory Factor Analysis (EFA) were used as manifest variables of the respective latent construct. The results revealed that all variables are highly related with their respective latent constructs (Table 5.29). The variables with standardized regression weight less than 0.5 were deleted. The goodness of fit statistics also gave excellent results (Table 5.30).

Table 5.29: Results of confirmatory factor analysis

Latent construct	Manifest variables	SRW	CR	R^2
Social factors	S2	0.601	7.705***	0.362
	S4	0.747	7.750***	0.558
	S5	0.696	Reference	0.484
	S9	0.523	2.120**	0.253
Psychological factors	P3	0.502	2.347**	0.153
	P5	0.512	Reference	0.252
	P6	0.920	2.988**	0.846
	P7	0.523	3.970**	0.352
Financial factors	f2	0.598	Reference	0.358
	f7	0.561	4.404***	0.213
	f9	0.546	3.779***	0.119
	f15	0.734	4.495***	0.285
Problems	PR1	0.624	5.158***	0.189
	PR2	0.569	2.118*	0.115
	PR3	0.750	Reference	0.530
	PR4	0.990	6.978***	0.980
	PR8	0.547	2.366*	0.120
	PR10	0.558	1.966*	0.192
Pull factors	PL1	0.521	Reference	0.271
	PL3	0.733	5.982***	0.537
	PL4	0.599	6.150***	0.359
	PL5	0.345	4.370***	0.119
Push factors	PL7	0.524	2.134*	0.252
	PL8	0.556	2.531*	0.542
	PL10	0.736	5.231***	0.846
	PL11	0.528	1.99*	0.183
	PL12	0.581	2.13*	0.213
Satisfaction	S1	0.635	Reference	0.403
	S2	0.700	4.474***	0.491
	S3	0.594	4.726***	0.163
	S4	0.501	1.992*	0.128
Entrepreneurial direction	EO1	0.300	2.812**	0.190
	EO3	0.361	Reference	0.135
	EO4	0.218	2.758**	0.175
	EO8	0.267	2.713**	0.253
	EO11	0.303	2.927**	0.192
	EO12	0.503	3.573***	0.171
	EO18	0.418	3.407***	0.148
	EO19	–0.383	3.076**	0.130

Note: ***Sig.<0.001, **Sig.<0.01, *Sig.<0.05.

Table: 5.30: Summary of goodness of fit

Constructs	Chi square	DF	Chi square/DF	P level	RMR	GFI	AGFI	CFI	RMSEA	Bentler-Bonnet Coefficient
Social	3.762	2	1.881	0.152	0.017	0.994	0.969	0.990	0.054	0.980
Psychological	1.024	2	0.512	0.599	0.008	0.998	0.992	1.000	0.000	0.989
Financial	3.127	2	1.563	0.209	0.024	0.967	0.932	0.986	0.046	0.965
Problems	29.626	9	3.292	0.001	0.044	0.970	0.930	0.930	0.081	0.905
Pull	2.436	2	1.218	0.296	0.008	0.996	0.980	0.997	0.027	0.984
Push	4.923	3	1.641	0.177	0.023	0.993	0.967	0.965	0.046	0.925
Satisfaction	1.364	2	0.682	0.506	0.047	0.998	0.989	1.000	0.000	0.986
Entrepreneurial direction	27.902	18	1.550	0.064	0.025	0.977	0.954	0.919	0.043	0.901

Convergent validity assesses the degree to which two measures of the same concept are correlated. High correlations indicate that the scale is measuring its intended concept. A scale with Bentler-Bonnet coefficient values of 0.90 or above implies strong convergent validity. The Bentler-Bonnet coefficient for all dimensions of scales used in this study are above 0.90 (Table 5.30), indicating strong convergent validity.

Discriminant validity describes the degree to which the operationalization is not similar to other operationalization. A successful evaluation of discriminant validity shows that a test of a concept is not highly correlated with other tests designed to measure theoretically different concepts. This assessment was done in two ways. First, the diagonal elements of the correlation matrix shown in Table 5.31 show the square root of the average variance extracted. Each diagonal element of the matrix should be greater than all other entries in the corresponding row and column of which the diagonal element is a part if discriminant validity is sufficient.

The results meet this requirement. Second, for good discriminant validity no item should load more highly on another construct than on the construct to which it is supposed to belong. Since the data fulfill both of these requirements, it is proved that the discriminant validity of the constructs used in is more than adequate.

Table: 5.31: Discriminant validity and correlation analysis

	Social	Psycho-logical	Financial	Problems	Satisfaction	Entrepreneurial direction	Pull	Push
Social	546							
Psychological	0.038	0.692						
Financial	0.024	0.049	0.552					
Problems	0.008	0.044	0.049	0.625				
Satisfaction	0.103	0.076	0.109	0.131	549			
Entrepreneurial	0.236	0.300	0.008	0.076	0.136	0.762		
Pull	0.158	0.162	0.059	0.041	0.230	0.473	0.594	
Push	0.000	0.001	0.132	0.101	0.033	0.195	0.047	0.535

Note: The values on diagonal axis represent Average Variance Extracted and values below diagonal axis are squared correlations

Reliability

To check the internal consistency in the data collected, the reliability tests viz. Cronbach's Alpha and split half value have been worked out. The split-half reliability of the data has been examined by dividing the respondents into two equal halves. The data collected from the respondents has proved reliable and there is no significant difference in the mean values. Further, Cronbach's alpha value has also proven reliable as value of Cronbach's alpha for all the constructs is above 0.7 (Table 5.28).

Measurement and analysis

The application of Confirmatory Factor Analysis (CFA) resulted into validation of the constructs used in the study. The explanation of each construct is;

Social factors (F1)

This factor comprised of four statements and the mean score came to 3.70 (Table 5.28). About 75 percent of respondent women micro-credit entrepreneurs in the study area opined that they work for the welfare of the society (M=3.99) as well as they (70 percent) feel that their business enhanced welfare of their family (M=3.74) also. About 63 percent of the respondents reflect that they get motivation (M=3.54) and moral support (M = 3.53) from their family to start the business. The intensive study of the factor reveals that micro-credit women entrepreneurs in the study area get moral support and encouragement from their family, which acts as a motivator for them to start their business.

Psychological factors (F2)

The average score for satisfying factor has arrived at 3.94 (Table 5.28). The analysis revealed that 90 percent of respondents have high self-esteem (M=4.10), as they (78 percent) have urge for learning (M = 3.96). In addition, 75 percent of them revealed that they do not get discouraged easily (M = 3.80) because they are not afraid of failures (M=3.75). An in-

depth study of the factor reveals that the respondents are satisfied and they are not afraid of failures.

Financial factors (F3)

The factorial mean for financial factors has arrived at 2.57 (Table 5.28), which is below average on the scale used. About 62 percent of respondents revealed that there was a lack of financial facilities from government agencies (M=2.12) as the assistance provided by the government and other agencies (53 percent) is largely on paper (r=0.50, Sig.<0.01). Further, 68 percent of respondents hardly feel motivated due to financial support provided by government (M=2.19). They are also aware about the various loan schemes from time to time (M=2.70). The overall analysis of this factor revealed a lack of support from government and non-government agencies to financially support the respondents.

Work-related problems (F4)

Mean value of this factor is 3.00 (Table 5.28). About 78 percent of the respondents viewed that shortage of power supply affected their business (M=2.33). About 48 percent of them opined that lack of skilled labour is a major problem in running business (M=2.69) followed by lack of infrastructure facilities (M=3.10) and availability of raw material, storing, and warehousing facility (M=3.15). In addition to all these problems, they (43 percent) admitted that there is lack of demand for their products in the market (M=3.26), which further adds to their sufferings. The analysis of this factor indicates that the shortage of electricity, skilled labour, scarcity of raw

material, lack of infrastructural facilities, shortage of storage and warehousing facilities, and the low demand for their products in the market is an area of concern for the respondents in the study area.

Satisfaction (F5)

The mean value of this factor has arrived at 4.04 (Table 5.28). About 80 percent of micro-credit women entrepreneurs in the study area were satisfied with their workers (M=3.79) and their earnings from business (M=4.01) that helps to enhance their satisfaction from business (M=4.23). They (48 percent) are very satisfied with support provided by their family for running the business (M = 4.14). Thorough analysis of the factor shows that the respondents are satisfied with their business earnings and family support.

Entrepreneurial Direction (F6)

Mean value of this factor is 3.72 (Table 5.28). They are (58 percent) highly confident of their skills (M = 3.95) and decision-making capability (M=3.80). Innovative ideas help them to run business efficiently, moreover they are also able to have control over the events surrounding the business (M=3.45). They feel that being a micro-credit entrepreneur also gives them high status in the society. Further profitability attracted them towards the business as it gives them financial interdependence (M=4.12). The whole analysis of the factor reflects that the respondents are oriented towards their business success through their self-confidence, financial interdependence,

and determination, which are significant attributes for deciding their success in business.

Pull factors (F7)

It comprised of four statements related to the factors that pulls them to become a micro-credit entrepreneur. Mean value of this factor is 4.07 (Table 5.28). About 68 percent of the respondents in the study area felt proud to be a micro-credit entrepreneur (M=4.45) as it gives them satisfaction (M = 3.92, r=0.396, Sig.<0.01). About 43 percent of them reflected that they are confident about their skills and knowledge (M=3.83) that's why they adopt their own approach to do the business without any intervention from others (M=4.09). The whole analysis confirms that being psychologically oriented towards the business makes them more confident and they use their own concepts for running the business.

Push factors (F8)

Factorial mean for push factor has arrived at 3.31 (Table 5.28). About 70 percent of respondents were least satisfied with the financial help from government to start the business (M = 1.98). Besides financial help they get the least motivation from the various government schemes for assistance (M=2.16). In spite of these difficulties respondents revealed that they are attracted towards the business due to the high profit margin (M=4.18) and the desire for a good life (M = 3.92). The whole aspect of push factors disclose the irresponsible attitude of government to provide financial and motivational assistance to micro-credit women entrepreneurs;

but in-spite of that, women's entering into the field of entrepreneurship is due to the desire for good life.

Structural equation modeling (SEM)

Structural Equitation Modeling (SEM) is a multivariate technique that seeks to explain the relationship among multiple variables. In this research work, factors affecting entrepreneurial direction of micro-credit women entrepreneurs in Thiruvannamalai District have been assessed by using the structural equation modeling (SEM) through AMOS 15. The results are discussed.

Thirteen paths were created in the SEM for evaluating the cause and effect relationship between different factors viz., social, psychological, financial, push, pull factors, problems, and entrepreneurial direction and satisfaction Fig.5.1. The relationships between social factors, psychological factors, financial factors, problems factor, satisfaction, Entrepreneurial direction, pull factors, and push factors were analyzed using the summated scales. All the variables were examined for outliers and other departures from non-normality. No significant outliers were detected. The obtained sample size appeared adequate to test a simultaneous structural model. Tables 5.29 and 5.30 present the standardized values of estimation and the goodness of fit indices. All indices indicated the robustness of the overall model. However, the statistically significant chi-square (p-value) was expected, due to its sensitivity to large sample size. Out of 13 paths, eight relationships are significant while five relationships are insignificant in this structural equation (Table 5.32).

Figure – 5.1

Factors affecting entrepreneurial direction and satisfaction
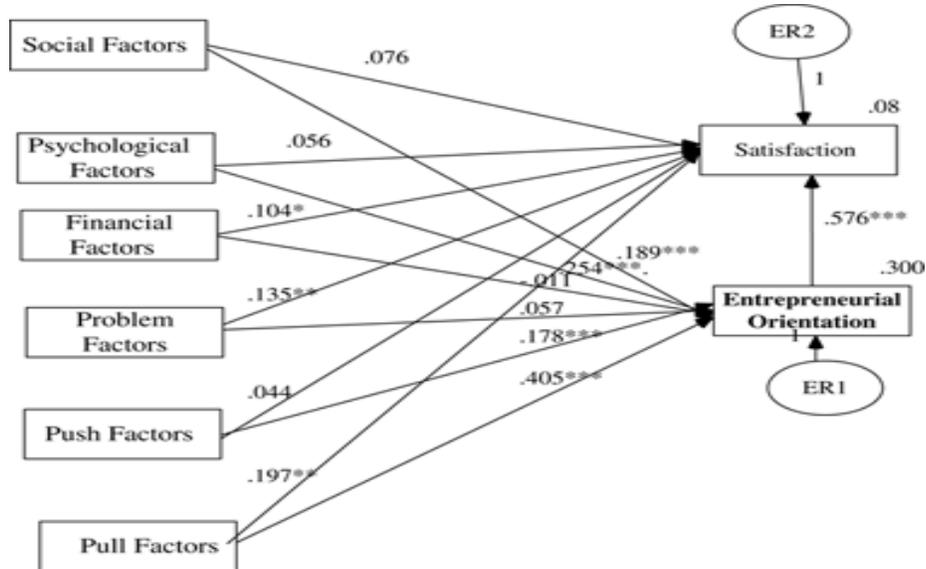
Note: 1) Key: ER 1 = errors of entrepreneurial direction, ER 2 = error of entrepreneurial satisfaction.
2) Sig:<0.05, **Sig.<0.01, ***Sig. <0.001.

Table 5.32 : Impact of independent variables on women micro-credit entrepreneurial Satisfaction and Direction in the study area

Dependent variable	Independent variable	SRW	CR (Sig.)	R^2
Entrepreneurial direction	Social	0.189	3.911***	0.300
	Psychological	0.254	5.254***	
	Finance	0.011	0.234	
	Problems	0.057	1.176	
	Push	0.178	3.675***	
	Pull	0.405	8.375***	
Entrepreneurial satisfaction	Social	0.076	1.345	0.080
	Psychological	0.056	0.962	
	Finance	0.104	1.99*	
	Problems	0.135	2.431**	
	Push	–0.044	–0.773	
	Pull	0.197	3.198*	

Note: 1) Significance: *sig.<0.05, **sig.<0.01, ***sig.<0.001.
2) SRW – Standardised Regression Weight
3) Critical Ratio
4) R^2 – R squared value

Exploration of the factor-wise impact of all factors on micro-credit women entrepreneurial direction revealed that all factors are accounting for 30 percent variation. (R^2=.300, Table 5.32). Pull factor is the most significant predictor (SRW = 0.405, Sig. <0.001) of entrepreneurial direction followed by psychological factors, social factors, and push factors (Table 5.32). Though both pull and push factors are affecting micro-credit entrepreneurial direction but the quantum of influence exerted by pull factors (SRW = 0.405, Sig.<0.001) is more than that of push factors (SRW = 0.178, Sig.<0.001), hence the first hypothesis stands rejected.

Further exploration of push and pull factors on satisfaction of the respondents also yielded significant relationship with pull factors (SRW = 0.197, Sig.<0.001) and insignificant relationship with push factors. Hence the second hypothesis that pushes and pulls factors affect entrepreneurial satisfaction is partially accepted.

Finance and related matters deem to exercise influence on direction as well as satisfaction but the results are not completely in-line as the relationship micro-credit entrepreneurial direction is insignificant (SRW = 0.011, Sig.>0.05) but they do affect the satisfaction level of the respondents (SRW = 0.104, Sig.<0.05). So the third hypothesis that financial factors significantly affect direction and satisfaction level of the respondents is partially accepted. On the other hand the fourth hypothesis that micro-credit women entrepreneurs in the study area have difficulty in procuring loan stands accepted (t=0.761, Sig.>0.05) as mean score from this item is also below average (M=2.12).

Psychological characteristics are thought to drive an individual to become a micro-credit entrepreneur, which stands accepted in this study also (SRW = 0.254, Sig.<0.001) and respondents are also willing to take risks (*t*=0.832, Sig.>0.05). Thus the fifth and sixth hypotheses stand to be accepted.

Social support from the family, relatives, and friends affects the direction (SRW = 0.189, Sig.<0.001) but its effect on the satisfaction of the respondents in the study area is insignificant (SRW = 0.076, Sig.>0.05), thus the seventh hypothesis that social support affects direction and satisfaction of the respondents is partially accepted.

The work and work related problems can cause frustration among the respondents and this study revealed that these don't affect the direction but certainly affect the satisfaction level of the respondents (). Hence, hypothesis 8 that the respondents in the study area have worker-related problems is also rejected (*t*=2.363, Sig.<0.01) as they are moderately satisfied from this aspect of the business (*M*=3.00).

Strong entrepreneurial directions motivate a micro-credit women entrepreneur to involve micro-credit business activities to gain high returns and personal satisfaction, which has also been proved through this research (SRW = 0.576, Sig.<0.001). So the ninth hypothesis that higher the level of entrepreneurial direction higher is the satisfaction level of the respondents stands accepted.

In the recent era, the Indian micro-credit women entrepreneurs are eager to do the business. Women have been taking interest in income generating activities through micro-credit entrepreneurship. This research work examines different factors affecting women entrepreneurial direction and satisfaction. The results revealed that the respondents who are oriented towards their business have a high level of satisfaction. The intensity of different factors (positive and negative) like social, psychological, financial, problem, pull, push are the deciding element for direction and satisfaction of the respondents.

The study further analyzed that the pull factors motivate the respondents to enter into micro-credit business field and affect the direction towards business and thus they reflect higher satisfaction as compared to the respondents who are motivated through push factors. The study results illustrate the importance of financial factors with regard to satisfaction level of the respondents. Financial help from the government as well as from their families to support the business affect their satisfaction level but it does not hold good in the case of their direction because satisfaction is more reflected in the financial gains of the business, which can Table 5.32 occur only when they have initial access to it, whether through financial institutions or through their families.

The study further proves the relationship between psychological factors and micro-credit women entrepreneurs' direction as it plays an important role in the direction of the respondents because need to achieve power and affiliation are all reflected through psychological characteristics. If

the respondents are ready to learn the new techniques only then they can implement new innovations as they are seldom afraid of failure. Psychologically they have the courage to face the failures and remain in the business, which is reflected in this study.

Further, the study revealed that social support affect direction of the respondents that is consistent with the results of the study. Helpful spouse is a source of motivation for the respondents in the study area as positive moral support encourages them to face the world more boldly. Further, this phenomenon is strengthened if family and society also motivates and support them. The study reflects that they are also willing to take a business risk, which reflects their level of direction for their business. It is concluded that the respondents have come of the age and they know how to tackle the work-related problems. It further reflects their confidence in running the micro-credit enterprises.

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