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FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. Introduction

Globalization and economic liberalization have opened up tremendous opportunities for development and growth resulting in the modifications of livelihood strategies. However, these changes are making the marginalised and poor sections of society more vulnerable in the absence of adequate safety net. Keeping in view the widespread rural poverty, there is a need not only to ameliorate the economic conditions of marginalized and disadvantaged social groups, but also to transform the social structures. In the context of rural women, their economic condition becomes more vulnerable due to unequal distribution of resources. Poverty alleviation has been an important and explicit objective of the comprehensive development strategy that had been structured over the years by India’s policy makers. The five year plans for the last twenty years had explicit targets for reduction of poverty and related achievement in which generation of employment has been prime concern. In recent years, micro finance has gained growing recognition as an effective tool in improving the quality of life and living standards of very poor people. This recognition has given rise to a movement that now has a global outreach and has penetrated in the remote rural areas, besides slums and towns. Micro Finance programmes extend small loans to poor people for their varied needs such as consumption, shelter, income generation and self-employment, etc. In some cases, micro finance programmes offer a combination of several services to their clients, in addition to credit. These include linkages with savings and insurance avenues, skill development training and marketing network. Micro credit programmes, thus, assume significance since they facilitate poverty irradiation through promotion of sustainable livelihoods and bring about women empowerment through social and collective action at the grassroots. In addition, micro finance interventions lead to increased social interaction for poor women within their households and in the community, besides, greater mobility that increases their self-
worth and self-assertion in the social circle. Micro Finance Based Micro Enterprises in India is making rapid strides and has raised high expectations in the country about the role that it can play in poverty reduction and women empowerment and its sustainability. While credit is a problem for all small businesses, the lack of access to credit and financial services is particularly acute for women. So for micro finance is claimed as poverty alleviation tool and it activated poverty as credit given in successive years and the same is used in productive activities (Micro enterprise activities) and increase the income that graduated the poor into no-poor status. Sustainability of the no-poor status is possible only through the success of full-fledged micro enterprises. This study showcases the contribution of Micro Enterprises in the lives of women entrepreneurs as a changing agent in social, behavioural and economical aspect. The outcome of the study is briefly discussed as under.

5.2. Findings

5.2.1 Progress of Micro Finance

The study shows that women have more savings than loans but at the same time loans outstanding also more for women SHGs. The average bank loan outstanding per SHG had increased from 53,689 as on 31 March 2009 to 57,795 as on 31 March 2010. The Non Performing Assets of SHGs are more in case of Public Sector Commercial Banks to the extent of 62 percent, which is followed by Regional Rural Banks 27 percent, Cooperative Banks 8 percent and Private Sector Commercial Banks to the tune of 3 percent. Hence, it is suggested that Public Sector Commercial Banks and Regional Rural Banks should concentrate more on the recovery position of SHGs. The overall performance of Commercial Banks is highly appreciated as it has 58 percent for the SHG members and 59 percent for the mobilization of savings from SHG members. It is inferred that the SHGs are more popular in southern region of India. In the southern region, Tamil Nadu ranks second for which savings dominates the loan amount and loan outstanding. The SHG - bank linkage programme shows a tremendous growth over the period of time and the progress is
notable in case of granting bank loan to the beneficiaries, refinance programme and then the number of groups linked. Mahalir Thittam is instrumental in extending and coordinating the benefits for the SHG members in Tamil Nadu. The target of the groups to be formed during the year 2009-10 in Tamil Nadu is estimated as 14025 whereas the actual exceeds the total accounting 21454 with the achieving rate of 153 percent in total. Among the total groups formed, 76 percent belong to rural area and 24 percent belong to urban area. On an average out of the total credit, the members could able to get a subsidy of 21.39 percent. It is noted that the mobilization of savings and loan availed are gaining more popularity among the self help group members in Kanyakumari District. Among the total SHGs in Kanyakumari District, 46 percent have been formed in Village Panchayat, 52 percent in Town Panchayat and the rest 2 percent is exclusively meant for Youth Groups.

5.2.2 Progress of Micro Enterprises

Many of the sample women micro enterprises represents the earliest stage of business development a stage where the promoters typically manage the affairs of the business and act as the labour source of the enterprises. At this stage the management decisions of the promoters or micro entrepreneurs, their intentions about the business and supporting backgrounds and aspirations are intrinsically linked with the success of their business itself. The success and growth of women micro enterprises is rich and cover wide spectrum of issues such as reason for starting microenterprises, social behavioral impacts, beliefs and attitude of promoters of micro enterprises and strategies they adopt. Ultimately in the current era of liberalization, privatization and globalization and rapid change, the Progress and success of women micro enterprise will clearly depend upon how much the government, NGOs encourage and practices Entrepreneur ship and innovation among these women.
5.2.3. Profiling of Sample Women Micro Entrepreneurs

The age wise distribution of sample women micro entrepreneurs explains that most of them are relatively young and middle age 95 percent of them from the age group 26-50 and women above the age of 50 are very limited in number, having low level of literacy, 91 percent were married. Among the sample respondents, only 27 percent were living as joint families while 73 percent prefer to live as nuclear families with small number of family members, mainly hailed from backward Community and Most backward Community and belong to Hinduism and Christianity.

Most of the micro entrepreneurs are educated. Only 8% respondents are do not have any formal education. Interestingly 8% respondents have educated above Higher Secondary. Education status of the respondents helps them to do micro enterprise activity in a better way.

The outcome of the research brings out the fact that most of the enterprises activities are initiated by young married women who prefer to live in nuclear families. It is undoubtedly true that such back ground of the respondents made them to involve in income generating activities to support and shoulder the burden of their families. The pressure in which they involve in enterprises activities contributes to the growth of their business indirectly.

5.2.4. Profiling of Sample Micro Enterprises

It is known from the study that nearly 50 percent of the entrepreneurs were beginners in the business with less experience with varied number of group members jointly involve in business. Among the funding banks many of them of commercial bank. Hence, it is ascertained that the role of Commercial banks are more than that of private and cooperative banks.

Most of the people have started their enterprises during the years from 2003- 2008. Though the number of micro enterprises started in the year 2010 is very low, the average growth rate is figure out to be 512 percent as per trend analysis.
5.2.5. Nature of Micro Enterprise Activity

Sample group has chosen the enterprises which suit for them in various ways according to the availability of resources and facilities. The enterprises include both modern and traditional one. It is observed from the study that they have involved in Pot Making, production of Napkins, coir products and Grinding/ Eatables/Pickle, Running Petty Shop, Honey Production, Utensils Rental, Coconut copra, Flower Business, Candle Making, dry fish business, Tailoring in various handicraft items. The outcome of the study shows that women entrepreneurs venturing in to areas they know as well as new to them they are prepared to modernize their production activities by using latest technology. Nature of business shows that many such products are having less value addition.

5.2.6. Strategies of Micro Enterprises

(i) Business Strategy

Usually, people are reluctant to spare more time on any venture whether employed or self employed. Here from among the sample group, 86 percent have expressed their willingness to spend more time for business whereas 14 percent have denied such things. The attitude towards of committing more time for business is positive.

Generally risk taking is an important parameter of business which determines the success of the business activity. Out of the sample respondents, 41 percent have agreed that they were risking major personal assets and 59 percent were not prepared for that.

Thanks to the modern communication development cell phones and telephone are highly used in the day to day business operations. Internet and computer are used by only few respondents.
(ii) Training Strategy

Apart from getting trained in hand on training for production and the sales of products and services, major area the sample respondents would like to get further training is Marketing Skills, Accounts Skill, 28 percent on Using Internet.

The sources of getting business advice may vary to the owners of micro Enterprises according to their social habits and behaviors. As per the surveyed data, it is known that animators, financial institutions, and suppliers are the major channel of receiving advice. Comparatively getting advice from the family members and friends are lesser.

(iii) Resource & Value Chain Strategies

In respect to the selection of suppliers, 27 percent of the respondents depend on the single suppliers whereas 73 percent rely on multiple suppliers to market their products.

When determining the price for the products, 74 percent took the decision of their own while 26 percent depend on others especially the buyers to decide it.

The sample group can be sure of getting their products sold among 86 percent of their consumers as they are their potential customers who are willing to buy the products regularly while they are not sure about the rest of 14 percent as they are not regular buyers.

Majority of respondents do all types business activity by self. Members of the micro enterprise putting their labour and availing wages from the enterprises.

On an average, 150 members like to do all types of business activities by self, 62 with the help of other employees and 4 members by getting the help of Contractors. Individually, for marketing the products, 84 percent like to do it by self while 16 percent with the help of others, for Product Development 56 percent by self while 44 percent by others, for Product Management 58 percent by self while 42 percent by others, for Financial Operations 79 percent by self while 21 percent by others, for
Day to day Operations 67 percent by self while 33 percent by others, for Planning Evaluation and Control 73 percent by self while 27 percent by others, for Innovation 72 percent by self while 28 percent by others. On an overall assessment, it is inferred that 70 percent like to do the work by self and 30 percent by seeking the help of others.

Seventy Three percent of the respondents purchase their raw materials from multiple suppliers where as remaining of them depending on single supplier.

When determining the price for the products, 74 percent took the decision of their own while 26 percent depend on others especially the buyers to decide it.

(iv) Finance & Investment strategy

The investment strategy of the sample respondents consist of 95 percent from Self help Groups from which they belong, Loan raised through SHGs is the only source of finance preferred by the respondents for future expansion of business, this trend reflects their reluctance to commit amount from personal and other sources. More over the percentage of amount used for personal use is more than the amount used in the business. Major portion of the credit is utilised only for personal use of respondents.

Among the sample group, 57 percent would like to seek additional funds to expand their business, 50 percent have interested in improving existing product/service, 47 percent in hiring employees, 43 percent each in adding new products and adding new equipment and operating space, 27 percent in seeking new domestic markets, 27 percent in seeking professional advice and 11 percent in selling over internet. Hence, it is inferred that getting funds and improving their existing products are the major priorities of the sample entrepreneurs.

The sample entrepreneurs have the practice of paying their employees on a weekly basis. From among the sample group, 69 percent have spent upto Rs. 2000 per week towards the payment for employees and the rest 31 percent have spent the maximum of Rs. 3000 per week.
Thirty Seven percent have spent upto Rs. 2000 per week towards the cost of producing their products and the rest 63 percent have spent the maximum of Rs. 3000 and per week.

With regards to Revenue, 69 percent able to earn a revenue of Rs. 10000 per week while 12 percent between Rs. 10001 and 15000, 6 percent between Rs. 15001 and 20000 and the rest 13 percent above Rs. 20000. Hence, the earning capacity of the sample group is good.

With regards to the profitability position of the sample respondents, 61 percent of them were able to earn a profit of Rs. 2000, 13 percent from Rs.2001 to Rs.3000 and the rest 26 percent above Rs.3000 per week.

In the study, 25 percent each have invested to the tune of the maximum of Rs. 50000 and the rest 50 percent invested above Rs. 50000 and 86 percent of them need additional assistance for their business. Three are 51 percent who need the maximum of Rs.50000 while the rest 49 percent need more then Rs. 50000 for the expansion of their business.

The correlation analysis shows the relationship between and among the variables profit, payment to employees, cost of production revenue and investment. Among the chosen variables, the variable profit has close and significant relationship with the Cost of production (.996), Revenue (.682) and Investment (.558). Wages to Employees has significantly related to Revenue (.77), Cost of production with Profit (.996) and revenue (.701), Revenue depends on all the other variables Payment to Employees (.770), Cost of production (.701), Profit (.682) and Investment (.672). The variable Investment is based on the Revenue (.672), Profit (.558) and Cost of production (.553).

The regression analysis exhibits the regression equation as $Y = a + 365.27 \times \text{(Profit)} - 0.024 \times \text{(Payment to Employees)} + 0.999 \times \text{(Cost of production)} - 0.018 \times \text{(Revenue)} + 0.028 \times \text{(Investment)}$. Hence, it is noted that profit is the outcome of the cost of production more and a little bit of Investment and it has no relationship with Payment to
Employees and Revenue. Therefore it is certain that when the cost of production is less profit is more and when the cost of production is more the profit is less.

(v) Expansion Strategy

The essential aspect for the successful business lies in its expansion. From among the sample group, 85 percent are prepared for expanding their business.

As a part of expansion strategy, 50 percent of the sample respondents would like to improve their Existing Products, 47 percent to hire employees, 43 percent each like to add new products and equipments, New Domestic Market, Expanding Promotional measures and 11 percent selling through internet.

The change in the sales volume depicts that the expansion of business is highly helpful for them as they could fetch good opportunities by being extended their sales volume to other villages and within the same district. On an average, 38 percent have been increased and 58 percent have no change.

The reasons for not willing to expand the business is being extracted from the sample group and they had the opinion that they were not willing for the expansion due to slackness in the growth of the business, lack of capital, may undergo high risk etc.

Based on the expansion strategies preferred by the respondents it is observed that there is vast scope for growth of micro enterprises provided additional fund have been invested exclusively for the purpose of micro enterprises activities. And also only less than half of the fund availed by them is used in the business, It is the right time to think about bringing the sustained and developed micro enterprises under the formal credit system step by step.
(vi) Marketing Strategy

Among them 37 percent have their sales in local markets, 14 percent within their town limits, 16 percent within the district, 29 percent outside the district and 13 percent within the state. Nobody has grown to the level of export marketing among the sample micro entrepreneurs.

Marketing operations of many sample micro enterprises reached beyond the district and even covering the state. It is a remarkable achievement of women micro enterprises and shows that their greater potential for growth.

A good number of the sample respondents prefer only the direct marketing (83%), 28 percent depend on middle men, 51 percent through marketing exhibition and 50 percent through the help of NGOs.

The expectation of Micro Entrepreneurs with regards to the sales potential of the last one year shows that 4 percent have crossed 200 percent sales, 11 percent in between 100 and 200 percent, 40 percent between 50 and 100 percent, 35 percent between 20 and 50 percent and 9 percent upto 20 percent. For only one percent the sales have been declined. However, the general performance of the sales is good.

The change in the sales volume depicts that the expansion of business is highly helpful for them as they could fetch good opportunities by being extended their sales volume to other villages and within the same district. On an average, 4 percent of the sales have been decreased, 38 percent have been increased and 58 percent have no change.

Among the sample respondents, 5 percent expect that their sales may reach more than 200 percent in performance, 30 percent expect the same from 100 to 200 percent, 44 percent from 50 to 100 percent, 17 percent from 20 to 50 percent, one person upto 20 percent, just one percent expect a decline and 2 percent have no idea.
5.2.7. Factors Determining Business Success

The primary area of the factors determining the business success is planning, which is followed by the factors Access to financing, Business skill of promoters, Good working relationships with business partners, Location, Favorable Regulatory Environment, Clear vision for the business, Favorable Market Situation, Skills in using Technology, Family moral support and then Luck.

5.2.8. Problems Faced by the Micro Enterprises.

Though the micro entrepreneurs have come across with many problems in their routine business activities, a few problems were listed and they were asked to give priorities. The major problems encountered by the sample respondents were Lack of Capital, Lack of Credit, Lack of Profit, Lack of Marketing Arrangements, High Cost of Raw Materials, Lack of growth Opportunities, Family Problems, Scarcity of Raw materials, Lack of Training, Price Fluctuation, Lack of awareness, Lack of market. The major problems can be identified as Financial Problems, Marketing problems and Knowledge problems.

5.2.9. Evaluation of Contributions of Micro Enterprises for the Socio-economic and behavioral Development

(i) Employment Status of Respondents

Employment provides women with economic means to support themselves and their children. It may provide a sense of control over their own life and psychologically reassures them that they are capable of providing for themselves and their children. A level of financial security can allow women to plan and take action to leave the relationship. Before starting Micro Enterprises, 41 percent of the sample respondents were employed and 59 percent were unemployed.

Among those who were employed before starting micro enterprises, 10 percent of them were Labours and agricultural workers. 31 percent were domestic helpers 66 percent involved in wages earning activity and unemployed 59 percent. Involvement
in micro enterprise activity provides an opportunity to 59 percentages of the respondents to generate income and economically independent. It proves that promotion of micro enterprises is the only alternative to provide employment and income generation to the under privileged.

With regards to the opinion of the sample respondents in connection with the status of the Micro Enterprises, it is learned that 15 percent have opined that the enterprises have more developed, 63 percent, the enterprises have developed, for 22 percent, the enterprises have averagely developed and only one person have the opinion that the enterprises have not developed. They scope for the growth of women micro enterprises is very high.

(ii) Financial Status of the Respondents

From among the sample respondents, 73 percent expressed that the financial status of them were totally Inadequate to meet their needs, for 9 percent, the income is just adequate to meet their needs while 18 percent have find it difficult to manage their affairs due to their low financial status. After Starting Micro Enterprises, only 5 percent of the sample group feels that the financial status is inadequate for them, for 93 percent, it is adequate and for only 2 percent, the financial stratus is too low to manage.

The change in the opinion of the financial status reveals the profitability position of the Micro enterprises run by the sample respondents. It is understood from the study that the inadequacy of funds have been reduced drastically that 148 persons could able to overcome the inadequacy of funds, 181 make it adequate and another 33 could able to manage the low financial status into adequate financial status.

(iii) Reasons for Starting the Micro Enterprises

The motive behind the selection of starting the Micro Enterprises varies with person to person according to their will, skill and necessity. Out of the sample respondents, 6 percent prefer micro enterprises due to Social Obligation, 19 percent to eradicate poverty, 6 percent for women empowerment, 24 percent as a part of diversification,
40 percent in the support of NGO, 2 percent because of the persuasion of friends and 3 percent due to the encouragement of government.

(iv) *Nature of House owned by the respondents*

The standard of living of the sample respondents is revealed by their nature of house in which they live. It is known from the survey that 9 percent live in Thatched Houses, 41 percent in Tiled Houses, 11 percent with Asbestos roof and 39 percent in Terraced Houses.

(v) *Socio-economical and Behavioral Performance*

The sample respondents are of the opinion that they could get social awareness by being a part of Micro Enterprises, which help them to generate the skill of general knowledge, administrative skill and knowledge, educational awareness and improves the skill of communication. Hence, the social change is apparent in the lives of micro entrepreneurs.

The opinion of the sample respondents has been extracted through eleven variables and it shows that most of the respondents were improved in Positive Attitude towards Business to the extent of 92.56 percent, 87.91 percent gain self confidence, 75.81 percent have got more knowledge about the business, 79.07 got more social awareness, 78.14 percent have developed leadership skill, 86.51 percent have raised their Income Level, 86.05 percent have improved in their Social Status, 90.70 percent got their family income improved, 89.77 percent had Involvement in decision making process, only 4.65 percent had the habit of wasting the money and 3.72 percent in wastage of time. It is inferred that in general the social condition of the Micro entrepreneurs have increased. On an average, 70.44 percent have increased their socio economic status in the society, 15.56 percent have decreased the same and for 14 percent have no change in it.

\( H_0: \text{There is no change in the Socio-economic performance of the Micro Entrepreneurs} \)
The hypothesis is tested through the paired Sign test and was interpreted as against 5% level of significance. The test reveals that the great number of respondents has a positive and significant impact over the Positive Attitude towards Business, Involvement in decision making, Self confidence, Social Status, Social Awareness, Leadership skill, Know about Business and has drastically reduced the habit of Wasting the time. Whereas in economic factors, the impact is high in raising the family income and the income level and have reduced the habit of wasting the money. Hence, it is concluded that the socio economic impact through micro enterprises is good as far as the sample respondents are is concerned.

(vi) Behavioural Developments after Establishing Micro Enterprises

It is understood from the study that the beneficiaries have developed certain peculiar behaviours after becoming established the Micro Enterprises. The major characteristics possessed by the respondents were Punctuality which ranks first to the tune of 78.14 percent, this is followed by Communication Ability 75.35 percent, Self Confidence 71.16 percent, Initiative Skill 70.70 percent, Credit Worthiness 64.19 percent, Give and Take Policy 59.07 percent and Integrity 56.74 percent. On an overall assessment it could be seen that 68 percent of the respondents have increased changed their characters while for 32 percent no change have been effected. However the impact is assessed through paired sign test.

H₀: There is no change in the Behaviour Developed after establishing Micro enterprises

The impact is positive as it is revealed from the test that all the variables taken for consideration have greater values than the table value of Z 1.96 at 5% level of significance. The characteristics like Punctuality, Communication Ability, Self Confidence and Initiative Skill sound more effective than that of Credit Worthiness, Give and Take Policy and Integrity.

H₀: There is no significant difference between the Socio-economical and behavior Developed after establishing Micro enterprises
As the calculated value of $Z = 2.14$ is greater than the table value of $Z = 1.96$ at 5 per cent level of significance, the framed hypothesis is rejected and so it can be concluded that there is significant difference between the Socio-economic and behavioral performance after establishing Micro enterprises. The fact inferred here is that the sample entrepreneurs have a change in their characters.

The standard of living of the people can be measured through the pattern of expenditure. As such the survey which has been conducted among the sample group reflect that they could able to increase their expenditure because of the increased income they were able to generate. The change is more obvious in case of savings which ranks first which is followed by the food expenses, payment of telephone charges, clothing, educating children, travelling, electricity and medicine.

5.2.10. Financial Performance of Micro Enterprises in the District

Out of the 14 classification of Micro Enterprises taken for study, on an overall assessment, the average amount spent on business stood at 43.05 percent whereas the amount spent on the family expenditure is 56.53 percent out of the loan amount borrowed. The profitability position reveals that the profit on sales is 12.96 percent and the profit on cost is 13.07 percent. Hence, it is inferred that more of the money borrowed by the members of various groups have been diverted for family expenditure than used in the business. That is why the profitability position is less for them. If the money utilization is meant for business alone, the profitability position certainly can be improved.

5.3. Suggestions

5.3.1 Socio-Economic Empowerment

Socio-economic empowerment has been considered instrumental for holistic development. Women’s empowerment is obviously essential for raising their socio-economic status in the society. Recently, women’s empowerment has acquired an important place in government policy, non-government advocacy and academic research. Women entrepreneurs’ play an important role in local economies, and a
large percentage of micro-enterprises in developing countries are undertaken by women. Increasingly women in urban and rural areas are successfully turning to self-generated employment in small-scale enterprise activities in the informal sector to support their households. Women frequently have primary responsibility for domestic responsibilities and childcare. These responsibilities place heavy demands on women's time, and microenterprise activities can potentially increase the workload of women. Improving access to labour-saving technologies in any of these areas can free up time for income generating micro-enterprise activities.

5.3.2. Marketing Network

Marketing operations of many sample micro enterprises reached beyond the district and even covering the state. It is a remarkable achievement of women micro enterprises and shows that their greater potential for growth. Strong marketing network is mandatory required for effective and proper marketing of products and services of micro enterprises. Micro enterprises need marketing support and institutional capacity to handle marketing activities independently.

5.3.3. Regulation of Micro-Financial Services

Regulation of micro-financial services is necessary. It helps in long-term sustainability. The interests of small savers, ensuring proper terms of credit, instilling financial discipline and having a proper reporting and supervision system must be put in place. Regulation and supervision ensures that micro-financing organizations are run prudently and cases of poor people losing their money due to fund or incompetence are minimized. In addition to the institutional sustainability, the group should also become financially viable. It is achieved when the group is able to cover its operational costs from its own income.

So far micro finance is claimed as poverty alleviation tool and it activated poverty as credit given in successive years and the same is used in productive activities(Micro enterprise activities) and increase the income that graduated the poor into no-poor
status. Sustainability of the no-poor status is possible only through the success of full-fledged micro enterprises.

5.3.4. Monitoring and Follow-up

The study shows that the finance got for starting and running micro enterprises have been diverted into various activities other than business purposes. Hence it is advised to have proper mechanism to monitor the utilization of funds for the purpose for which it has been lent. The factors responsible for poor performance of microfinance and functioning of SHG’s should be investigated, examined and analyzed scientifically and systematically to resolve the emerging problems, difficulties and challenges being faced by NGO’s, SHP’s, SHG’s dealing with microfinance.

5.3.5. Poor institutional viability of micro enterprises

Poorly constructed business ideas with a lack of consideration of demand and costs render the micro venture unsustainable, and microfinance may incorrectly get the blame for it. The research shows that more than 50 percent of loan amount is used to meet personal needs. As a result, they often sacrifice the business interest. The problem arises when it’s time to pay back the loan, the women entrepreneur is forced to take up a second loan to pay the original loan. This may lead to a vicious cycle where the women entrepreneur gets inundated with debt.

5.3.6. High Costs Involved in Small Transactions/Microlending

The small size of micro enterprises increases the transaction cost because they cannot process loans in bulk. This denies micro enterprises the benefit of economies of scale, hence, they are forced to cover their costs through high interest rates on loans. This problem can be tackled by improving the technology model used by micro enterprises, their operational costs can be significantly lowered and efficiencies may be gained during automated loan processing. The cost of production and revenue is inversely related to each other. Special training should be imported to the women micro entrepreneurs in the area of cost reduction and more
research should be address potential opportunities to move women micro enterprises towards more innovative and higher value added productions.

5.3.7 Training Requirements

The study clearly shows that poor women micro entrepreneurs need training to develop skills in modern technology like using computers and internet that will allow them to operate their business more successful. Many respondents revealed that they are unable to develop their business and increase their income without training, especially in basic business skills.

Capacity for technical and entrepreneurial skill is being imported to women micro entrepreneurs for the promotion of productive enterprises in the area of their interest.

Informal training in the form of one-to-one business or technical advice must be given to women micro entrepreneurs and the training must focuses Business Creation, Business Plan, Market research, Sales Forecasting, Sales promotion, cash flow forecasting, action planning, gender analyses and confidence building components. Such nature of training will enhance the strategies of women micro entrepreneurs.

5.3.8 Infrastructural Support

In this task, role of NGO’s, Panchayats, and Women’s organizations and the like may be enhanced to provide the space and production facilities at village level and panchayath level so that the women micro enterprises can utilse the production center facilities to make their produce more quality and also market them through common outlets.
5.4. Conclusion

“You can tell the condition of a nation by looking at the status of its women” - - Jawaharlal Nehru.

The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating a sizable employment for others and setting the trend for other women entrepreneurs in the organized sector. While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are. Women’s entrepreneurship needs to be studied separately for two main reasons. The first reason is that women’s entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and also by being different. They also provide the society with different solutions to management, organisation and business problems as well as to the exploitation of entrepreneurial opportunities. The second reason is that the topic of women in entrepreneurship has been largely neglected both in society in general and in the social sciences. Not only have women lower participation rates in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do.

Micro enterprises have a special role to play in the achievement of equitable and broad-based economic growth. This is due to micro enterprises generally being more labour-intensive having linkages to traditional industries and contributing to the development of entrepreneurial skills and spread of new technology. The key role of MEs in employment generation is well recognized. They are also important in the training of labour and in the diffusion of technologies. In keeping with this realization, enterprise start-up programme and micro finance programme have increasingly targeted women as clients. The approach shifted from ‘welfare’ to ‘structural’ but a common feature has been emphasis on economic upliftment and an
increasing focus on women as the primary target group for such projects. The importance of promoting micro enterprises among women is an effective mean of combating poverty and creating employment and income for large segments of population particularly for those segments affected by structural adjustments and economic liberalization programmes. Promoting of micro enterprises to help the Indian poor women was focused and this led to an emphasis on income generating activities through Nongovernmental organizations. The study been conducted among 215 women entrepreneurs in Kanyakumari District shows that the women members had empowered economically and socially. They could able to come up in their lives colorfully and are able to manage both their family and society. It is suggested that better infrastructure facilities, adoption of modern technologies and finding suitable markets will pave a better avenue to enrich their life. If the diversion of fund is properly monitored and adhered into there will be more profit through the business. Hence, it is firmly concluded that the Self help Group is a viable movement in the uplift of women folk not only in the district through micro entrepreneurs but in the nation too.