CHAPTER II

Review of Literature
2.1 Introduction

Review of literature helps to clear understanding of the variables selected for the study the researcher made an extensive study of literature that was available in libraries, academicians and experts in this field. As the number of women entrepreneurs has been steadily increasing, their visibility has also increased. They have started attracting the pointed attention of policy makers, development agencies and social scientists. National conventions, seminars and a number of workshops have been organised by organisers of women entrepreneurs in various parts of the country. A number of studies have been undertaken in other countries as well as India to investigate the various aspects of women entrepreneurship. These studies clearly indicate that women entrepreneurship is indispensable for the overall development of the nation. The primary objective of this chapter is to provide an overview of the findings of some of these past works.

2.2 Studies conducted in India

Several studies conducted by individual researchers and institutions in different aspects of women entrepreneurship in India are given below:-

Rejula Devi, A.K.(1978)¹ in her article Women Entrepreneurs discusses the difficulties of women entrepreneurs and different schemes of the government to solve the problem of unemployment among educated

and uneducated women. She also put some attention on the factors which influence the women entrepreneurs to enter the field.

Maithreyi Krishna Raj (1981)² in her study with regard to approaches to self-reliance for women has given some urban models. She has made an attempt to access some schemes to help low income women in Bombay from the point of view of their contribution to the development of self-reliance among women. She has given four cases namely of Mahila Arthik Vikas Maha Mandals Ltd., Indira co-operative Bank, Stree seva Sahakar Sangh Niyameet and Annaporna Mandal. The first assists in employment generation, the second is a credit supply scheme, the third is an industrial co-operative federation and the fourth is an association of self-employed women.

Pareek (1981)³ the study was to analyse the role and significance of financial institutions in lending capital to small scale enterprise and tiny units. He observed that state assistance play a significant role in promotion of small scale enterprise. The policies of financial assistance required to be coping with changing needs of the sector.

Gaikad. V. K and Tripathi R. N. (1982)\(^4\) the main object of the study was to examine the pre-requisites for successful entrepreneurship. They found that all the entrepreneurs selected for study had basic character of initiative, drive and habit of hard work, but they did not have sufficient technical knowledge for awareness about the policy of government. The investigators found that unawareness and lack of sufficient fund are inhibiting factors in the development of industrial entrepreneurship in rural areas.

Surti. K. and Sarupriya. D (1983)\(^5\) investigated the psychological factor affecting women entrepreneurs. They examined the role of stress experienced by women entrepreneurs, the effect of demographic variables, such as marital status and type of family on stress and how women entrepreneurs cope with stress. Results indicated that unmarried subjects experienced less stress and less self-role distance than married subjects. Subject from joint family tended to experience less role stress than subject from nuclear families, probably because they share their problems with other family members. External locus of control was significantly related to role stress and fear of success was related to result inadequacy and role inadequacy dimensions of stress. While many subjects used intra persistent


coping styles, that is, taking action to solve problems, avoidance oriented coping styles were more common than approach oriented styles of coping.

**Babu, P. (1983)** the study was an attempt to find out the sociological factors that contribute to the development of small entrepreneurs. The study showed that community and family background contributed to the success of prospective entrepreneurs, formal education has not been a positive factor in entrepreneurship development, providing infrastructure facilities alone will not promote entrepreneurship development and the association of small scale industries has to play an important role in identification and development of entrepreneurs.

**Paveek, H. S (1983)** the study was to analyse the role and significance of financial institutions in lending capital to small scale enterprise and tiny units. He observed that state assistance play a significant role in the promotion of small-scale enterprises. The policies of financial assistance required to be coping with changing needs of the sector.

**Sulochana A. Nadkarni (1983)** has conducted a study of women entrepreneurs - A Socio economic study of Pune city. The study emphasised the socio economic and family background of women.

---

entrepreneurs and the problems and constraints with regard to prospects of women entrepreneurs of Delhi in a theoretical perspective and in the context of administrative and industrial developments and policy formulation during the last decade. One of the findings of her study is that about 83 per cent of women entrepreneurs in producers sector come from business families as against 63 per cent in the case of those who are in the consumer goods sector. She also revealed certain problems namely stiff competition, high price of raw materials technical problems like power cut, financial problems etc.

Javillonar. G. V. and Peters. G. R. (1983)\(^9\) conducted a study to examine the socio-cultural situation of small-scale entrepreneur. They found that high need for achievement is positively related to entrepreneurship emerging in open social structures and in situations where there is relative freedom of occupational choice. The study revealed that entrepreneurship among small-scale manufactures is a situational phenomenon rather than an individual phenomenon and extended family system stimulate the entry of an individual to the small-scale entrepreneurs sector.

Alphonsa M. J. (1984)\textsuperscript{10} has undertaken a study to examine the dimensions of educated unemployment in Kerala. The study finds that the employment opportunity did not increase commensurate with the increase in the supply of educated manpower. The problem is more acute among younger age group and among women.

S. C. Jain (1985)\textsuperscript{11} in his book Women and Technology discusses the role of science and technology in accelerating the process of socio-economic development. Though women add to the family income by carrying out economic activities in farm, factory and other organised and unorganised sectors most of the activities are full of drudgery. Appropriate technology for women and transfer of technology therefore are essential for enhancing the development of women. By giving a technological repertory, technological utilisation and raising a few fundamental issues concerning social constraints, he has produced a good book in the area of development activity.

Nagendra. P. Singh and Rita Sen Gupta (1985)\textsuperscript{12} made an explanatory study on the potential of women entrepreneurs, their profile, vision and motivation. Some pioneering work has been done by


Management Development Institute (MDI) in collaboration with National Institute of Entrepreneurship and Small Business Development, which has undertaken two studies which were published in 1984 and 1986. This studies when compared with another study conducted by Rajasthan entrepreneurs in 1983 (where the sample was incidentally all male) bring out the point forcefully that women are equally effective as man in business and industry.

Singh, Sehgal, Tinani and Senguptha (1985)\textsuperscript{13} in an exploratory study on successful women entrepreneurs examined the types of problems encountered by them to reach the level of success and to identify the operational problems they are currently facing. 18.7 per cent women entrepreneurs perceived no operational problems, whereas 81.3 per cent indicated problems of varied nature, like managing works (23\%) marketing (20.5\%) recovery of dues (17.9\%), financial (10.2\%) and mobility (13\%), etc. Only 44 per cent felt that women had to fight harder in the entrepreneurial world to succeed. Only 35 per cent experienced role conflict, as these women had children between 10 and 15 years and were not able to fulfill their role as a mother.

Bocy Kit Yin (1985)\textsuperscript{14} points out that women entrepreneurs have a successful story in Singapore which is mainly due to their self-confidence, the independence knowledge they have about their business fields and the support they get from their family. According to her it is easy for the women in Singapore to enter the business due to the relative lack of role specialisation in the economy.

Promilla Kapur (1985)\textsuperscript{15} in her book the changing status of the working women in India has concentrated of women office workers and women in unusual professions and occupations. The book discusses the impact of a married women’s employment on her martial and family relationships and identifies the factors affecting her marital harmony. The book is in two parts first based on the findings of the empirical study dealing with changing attitudes of educated working women towards marriage and second discussing their status in theory and reality, along with trend of development in their status. It is an action-oriented study which suggests measures to improve the status of women and to achieve marital harmony.

Vinze (1987)\textsuperscript{16} in her work pertaining to ‘Women Entrepreneurs in India’ states that since women entrepreneurs need constant guidance in


matters pertaining to financial discipline, it would be mutually beneficial if the banks and women entrepreneurs learn to appropriate each others viewpoints. More attention is required in matters like streamlining of the assistance required, co-ordination of procedure and evolving a better code for assistance agencies. She further feels that management skills are must and women entrepreneurs need to be trained in this area.

S. G. Bhunsali (1987)\textsuperscript{17} on entrepreneurship development in Kolhapur district concludes that socio-economic factors affect the entrepreneurial development. In his study he observed that twenty six to thirty five appears to be the most common age of entry with 49.60 percent persons having established their units in this age bracket. Among the entrepreneurs red by the sample study, 80.80 percent were Hindus, 14.40 percent Jains, 1.60 percent others.

M.C. Gupta (1987)\textsuperscript{18} in his study “Entrepreneurship in Small Scale Industry of Uttar Pradesh” also revealed that the entrepreneurs included in his study have an average age of 32 years at the time of starting their unit. Education of entrepreneur shows that 32 per cent were graduate and post graduate and others have a minimum education of SSC. The distribution of


sample by caste indicates that a majority of entrepreneurs represent Vaisya community.

A. S. Seetharamu (1988)¹⁹ in his book Women in organised movement has chosen women belonging to professional organisations. As professional organisations are considered one of the strong forms of organised movements, an attempt has been made to study the part played by women in the professional institutions and the factors influencing their participation. The study was undertaken to bring out the constraints and problems women face in their professional lives and therefore, it is expected that this would enable them to participate meaningfully in the professional organisations. The study has brought into focus a rather disappointing picture of the participation of women in organised movements. It is clear that women are not sufficiently motivated to participate in organised movements. A study of the dynamics of such motivation may reveal further interesting details.

Masters and Meier (1988)²⁰ examined the risk-taking propensity among male and female entrepreneurs. A sample of 250 entrepreneurs has been taken by using stratified random sampling technique. The study highlighted that no significant difference was found among male and

---

female entrepreneurs. The reason to this may assigned to the growth of women’s movement and their impact of behaviour of women in the business environment. Other factors may also have influenced but it could not be identified in the study.

**Nafziger. E. W. (1988)**\(^{21}\) the study investigated the motivating factors in the context of entrepreneurship development and the impact of education on entrepreneurship development in a society. The study reveals that for younger individual’s formal education and working experience is to some extend alternative for acquiring entrepreneurial skills. Insufficient capital to start up a business is the most important economic barriers to small enterprise development. The switches from wage employment to self-employment are more likely if the individual has more assets at his disposal.

**Masters and Meier (1988)**\(^{22}\) examined the risk –taking propensity among male and female entrepreneurs. A sample of 250 entrepreneurs has been taken by using stratified random sampling technique. The study highlighted that no significant difference was found among male and female entrepreneurs. The reason to this may assigned to the growth of women’s movement and their impact of behaviour of women in the

---


business environment. Other factors may also have influenced but it could not be identified in the study.

**Madan Tinani** (1988)\(^{23}\) ‘Women Entrepreneurs’ concludes that the women who ventured into business primarily to keep themselves busy and to fulfill their ambition. It is also concluded that a majority of women were married (85.5%). They were mostly between the age of 36-45 years (56.2%). Most of them (81.7%) had children above the age of 10 years. They have shown a preference for being their own bosses. Not only that, they have even gone own and ahead and given preference to manufacturing enterprises (66.6%) as compared to service industry (18.8%) and trading (14.6%).

**A.G. Prasad and T. Venkateswara Rao** (1988)\(^{24}\) ‘Socio-economic background of women entrepreneurship- A case study of Andhra Pradesh’ finding the following fact:(1) First generation entrepreneurs are not so much successful (2) Units established by the entrepreneurs before marriage are not so much successful (3) Units promoted by entrepreneurs after marriage and having grown up children are doing well (4) Units promoted by technically educated are more successful and non technical but educated are also successful (5) Electronic, brick making and other technical/mechanical units are not that much successful (6) Fabrics, home products


and other allied units are successful (7) urge for the status and experience in the same line are two important factors for the success of the unit.(8) loan, interest subsidies and marketing facilities offered by the institutions are inadequate.

Sharma K. L. (1988)²⁵ in his book Entrepreneurial Performance in Role Perspective explored the emerging pattern of growth of entrepreneurs, their performance and problems. Against the background of government assistance in various forms, entrepreneurs and their problems call for earnest attention, for the healthy and sustained socio-economic growth of Indian society. The study was conducted to tackle some theoretical and methodological issues concerned with the analysis of the entrepreneurial role of conformity and to throw light on some applied aspects of entrepreneurial growth in the state of Uttar Pradesh. The study brought to light the lack of response of entrepreneurs to the facilities made available by the government. One may like to explore its reasons, which may be identified as the incapacity of entrepreneurs, the inadequate terms and conditions of the facilities, the ineffectiveness of the institutions providing the facilities, and the inefficiency of the personnel employed therein.

Linda C. Mayoux (1989)\textsuperscript{26} states that employment prospects for women in development programmes are mainly limited to handicraft, cottage industries and to self-employment in various small-scale organisations. The study examines the issues involved in these in Bolpur and Ilambazar Thanas of West Bengal and the reasons for the failure of attempts at income-generation. She also suggests that greater commercial orientation and more flexible bank credits would be beneficial. Schemes should be made attractive only to those groups for whom they are intended.

Pareek H.S. (1989)\textsuperscript{27} in his book, financing of small industries in a developing economy highlighted the problems of small scale industries with particular reference to financial and brings home to the readers an analysis of the capital structure of 181 small-scale units of different capital sizes belonging to various industrial groups. The study reviewed the role of finance institutions and the state agencies in extending credit to small-scale industrial units and pinpoints their attitude of indifference in catering to the needs of the tiny units.

Lalitha Devi (1990)\textsuperscript{28} in her book status and employment of women in India has tried to show that employment as against age, education, family

\begin{itemize}
\end{itemize}
type, place of residence, plays a crucial role in raising the status of women. Employed women have more power and influence in the family and outside than unemployed women. She has done the analysis of the status of women within the family, in the office and in the wider society. There is hidden potential of employment that contributes to the status of women.

**Nancy David** (1991)\(^{29}\) suggests that the development of micro enterprises, by women entrepreneurs would suit more for their success in business. The success of an enterprise depends on several internal and external factors, of which only some may be under the control of the entrepreneurs. A micro enterprise is basically a small undertaking run by an individual, who as a proprietor takes up the responsibility of managing the venture. Such micro enterprises may be subsistence level firms in the informal sector; somewhat profitable, non-registered craft oriented small firms and registered well established firms desirous of expansion.

**Gloria Daya Samuel** (1991)\(^{30}\) examines the managerial efficiency of women entrepreneurs in food processing units of Madurai District of Tamil Nadu. The study covers 56 women entrepreneurs and 10 men entrepreneurs in the urban area, all of them are married and belong to the age group of 31 to 50 years, 71 of the women entrepreneurs have


secondary school education and two women are graduates. All the enterprises were having a capital investment of less than Rs.20,000.

Rao (1991)\textsuperscript{31} identified the factors that impede and slow down the entrepreneurial development of rural women based on the response of a random sample of 81 women from Anantapur District of Andra Pradesh collected in 1988-89. The findings showed that economic backwardness, lack of family and community support, ignorance of opportunities, lack of motivation, shyness and inhibition, preference for traditional occupations and for secure jobs were some of the factors that inhibit the promotion of grass roots entrepreneurship among rural women.

Rathore and Chhabra (1991)\textsuperscript{32} in their paper on ‘Promotion of women Entrepreneurship: Training and Strategies’ states that Indian women find it increasingly difficult to adjust themselves to the dual role that they have to play as traditional housewives and compete with men in the field of business and industry. Working women are often tossed between home and work and experience mental conflicts as they are not able to devote the necessary amount of time and energy to their home and children and find it mostly difficult and sometimes impossible to pursue a career.


Shanta Kohli Chandra (1991)\textsuperscript{33} Development of Women Entrepreneurship in India-A study of public and programmes reveals that socio economic factors are affecting to the women entrepreneurs. The findings about socio-economic factors affecting the women entrepreneurs are as under (1) As far as the age of women entrepreneurs is concerned, majority of the entrepreneurs are young and have all the vigour and time to pursue their venture to see them fully grown.(2) Majority of women did not belong to business families .They were young entrepreneurs who took the challenge on their own initiative and motivation. (3) Marital status or family bindings in majority of the cases did not interfere significantly in continuing with the enterprise (4) About 60 percent entrepreneurs had undergone some training before starting their enterprise (5) Religion wise distribution showed majority belonging to Hindu religion. (6) Majority of the entrepreneurs did not have any experience in any business ventures before starting their own business.

Sunanda Easwaran (1991)\textsuperscript{34} observed that the primary motive for engaging in some economically gainful activity by women are (a) a desire for gainful time structuring (b) making money or more money to support the family. Once they have decided to do something economically


productive the major reasons for most women opting for business, rather than a job are flexibility of time, i.e., to adjust working hours in such a way to share family commitment also and more independence compared to a job. She further observed that the decision-making of women entrepreneurs are mainly influenced by family members and funding agencies. Unmarried women are considered as most non-dependable by the funding institutions, in anticipation of the possibility of changes in the family environment and place of domicile of such entrepreneurs.

**Kamalum Nabi and Ashok Kumar** (1992)\(^{35}\) it was the study the problems behind the backwardness of industrial development in Orissa. The absence of entrepreneurial skill and ability of the people of the state can be attributed to this situation. Besides providing sufficient fiscal assistance and conducting Entrepreneurship Development Programmes, the government should set up machinery to monitor the potential of the trained entrepreneurs and their interest to become true entrepreneurs.

**Anjali Mehta** (1993)\(^{36}\) has made study on ‘Women entrepreneurship in Gujarat’. She has given the profile of women entrepreneurs of Ahmedabad city. According to her study the women entrepreneurs appreciated the training programmes conducted by CED but were little unhappy about its lack of substantial follow-up action. Further an area of bank financing has

---


been found to be an important formidable barrier. Moreover the paperwork is found mountaneous, and the procedural work is unediting. The third major area of compliant/difficulty is with the inability of women to operate freely in male-dominated business world. Though some of the women entrepreneurs are greatly appreciated by their male counterparts and society at large. The major part of women entrepreneurs belongs to the garment and domestic product category (23%) while 5% are in professional service out of the sample of 41 entrepreneurs. The remaining 13 have ventured into novel fields ranging from printing, diamond cutting etc.

Singh (1993)\textsuperscript{37} in her work relating to ‘Women Entrepreneurs :their Profile and Motivation’ states that urges and factors impinging on and influencing the process of the birth and growth of women enterprises are no different from those affecting men entrepreneurs. Several women are now willing to be come entrepreneurs due to various factors. These factors can be broadly classified under two categories, namely, ‘pull factors’ and ‘push factors’. Under the first category, the women entrepreneurs choose a profession as a challenge and adventure with an urge to do something new and to have an independent occupation. The other category of factors forces women to take up business enterprises to get over financial difficulties due to family circumstances. However, the latter category forms a negligible percentage of the total women in business. Only a few of the

enterprises promoted by the women in her sample can be regarded as an extension of kitchen activities—the three Ps, viz: Pickles, Powder (spices) and Papad—with which women entrepreneurship is popularly identified. Like men, most of the women entrepreneurs have been motivated by need for self-fulfillment, autonomy and independence. What women need most is exposure to the wider environment and access to facilities in order to exploit their entrepreneurial potential. Gender specific concessions may lead to many misuses without any positive impact on women entrepreneurship. She further feels that there does not appear to be any need for special training programmes for women.

**Jyothi and Prasad (1993)** in their study ‘A profile of potential rural women entrepreneurs states that factors like caste, community, religion etc do strongly influence the growth of entrepreneurship among rural women. The authors strongly advocate that women entrepreneurship must be given priority if we really want to uplift one of the most disadvantaged sections of the society, that is, women. The study points out the necessity of an altogether different approach towards rural women entrepreneurs who are still on a different footing. The author further opine that the policy makers should also take a favourable attitude towards women entrepreneurs in granting licenses, permissions, quota of scarce raw material, fair price fixation, order booking, quality testing and in the supply

---

of technical knowledge. He also finds the main reason which forces the rural women to take up business activities is found to be growing unemployment and their own low education qualifications.

**Paramjeet Dhillion** (1993)\(^{39}\) conducted a detailed study on Motives and characteristics of successful women entrepreneurs by selecting a sample of 40 women entrepreneurs to get assistance from the SISI, Okhla and AEPC, Nehru Place. It was found that the most important factor for the success of the entrepreneur is commitment to work. The women entrepreneurs are willing to take high personal risks, but moderate risk in delegation of authority and responsibilities to employees and they have a high need for achievement, independence, orientation, ability for decision making, future planning and good time-management in a better manner than in male-dominated manufacturing industries. The competition between men and women in male-oriented entrepreneurial activities is an unequal terms, rendering success for women difficult.

**Srivastava R. M.** (1994)\(^{40}\) an empirical study on “Emerging profile of small women entrepreneurs-cum managers in India: A case study” revealed that women entrepreneurs in India engaged in wide variety of non-traditional business activities are well equipped with education and


experience and are highly motivated to do their business independently and are prepared to face any challenge. They are fully involved in the business so as to gain enhanced economic and social status. This is indicative of healthy foundation of small business enterprises with high growth prospects. Given suitable and timely infrastructural support by the Government and its various agencies, small women entrepreneurs can contribute significantly to the upliftment of Indian economy.

Nazma Ara Hussain (1994)\(^1\) a research study on “Women Entrepreneurs in a poverty Ridden Society: A case study of Bangladesh” portrayed the constraints faced by women entrepreneurs in relation to their characteristics and the model for success in entrepreneurship. To make the climate and style of functioning of all support should be staffed with female workers. This will help to improve women entrepreneurs access to the support system; thereby, favorable change the exiting self systems (viz, socio-sphere system, support system, resource system and self–sphere system) congenial for women entrepreneurship, it suggested that support agencies sphere system and resource system directly and indirectly. This will, in turn, exert positive influence on the conducive socio-sphere system.

Sethi (1994)\textsuperscript{42} in her study on ‘Women Entrepreneurship in India’ lists economic compulsion, education, work experience and urbanisation as the collective forces which have given an impetus to women entrepreneurship. The author says that availability of credit is the most binding of all regulatory, technical, marketing and other input constraints. She further states that although obtaining finance for the initial start up venture is a common problem for both male and female entrepreneurs. Yet these problems get exacerbated for women because of their gender as well as the prevalent socio-cultural variables. The author cites insufficient start up capital as the most common cause for early traumatic failure of new business. The study reveals that a majority of women rely heavily on their own funds for initial ventures start up. The dependence on their limited personal finance leaves these women under capitalised and highly vulnerable to market fluctuations. She suggest that in order to enable women to break away from tradition activities like garments and food products into more lucrative non-traditional areas, which need a much higher level of investment ,the help of academic institutions, government organisations and non-government organisations needs to be enlisted.

Srivastava and Chaudhary (1995)\textsuperscript{43} in their work on ‘Women Entrepreneurs: Problems, Perspectives and Role Expectations from Banks’


find out that no single factor but a host of motivating factors act simultaneously on the individual creating dissonance in her, which in turn motivates her to take an action directed towards elimination or reduction of dissonance in the individual. Women faced problems mainly in the areas of marketing of their products and approaching the banks for getting loans. Personal problems like time constraint and family stress were also cited. The study concludes that joint family is not an obstacle for developing entrepreneurs. In fact it is a facilitating factor. The entrepreneurial role enhances familial and increases role satisfaction of women entrepreneurs as a wife, mother and maker of a ‘home’.

**Dhanalakshmi (1995)**\(^{44}\) carried out a study on women entrepreneurship which seeks to examine the problems faced by women entrepreneurs Madurai. It is stated that women who have interest in business should take the first step and are courageous enough to face the ups and downs, their families should encourage them and the financial institutions should be liberal in financial the venture conducted by women.

**Rani (1996)**\(^{45}\) examined the socio-economic background of women entrepreneurs, analysing their motivating factors, major strength and weaknesses against their environmental treats and opportunities. It also investigated the degree of work-home conflict and its effects an enterprise

---


performance. The sample of 100 entrepreneurs showed that women entrepreneurs belonged mostly to nuclear families. Irrespective of the fact that they had supportive families /husbands which made home management easy, the women seemed to give priority to their enterprises as they could be managed together with discharge of their domestic responsibilities. Such factors force women to make compromises even when the environment offered opportunities for growth and diversification. Irrespective of family structure, number of children, and economic status of the family, the work-home conflict was found to be present.

Tara S. Nair (1996) in her study ‘Entrepreneurship Training for women in the industrial Rural Sector: A Review of Approaches and Strategies’ made an attempt to review the strategies and approaches followed in the country over the past four decades. It is revealed that development strategies targeted at women cannot hence be fitted coercively in to conventional, one-dimensional and deterministic moulds like the anti-poverty paradigm that a typical state sponsored sectoral programme cannot take care of such a synergistic approach. It is emphasised that the ‘over aggressive’ and ‘misleading’ categories of income and class are to be rejected and the importance of gender as crucial parameter not only in analytical exercises, but also in policies and programmes is to be recognised.

---

Heggade (1998)\textsuperscript{47} examines the trends and patterns of the growth of women entrepreneurs by various types of economic activities and the problems faced by them. It also analyses the financing and promotional role of public sector banks in promoting rural women entrepreneurship. The DWCRA scheme is empirically analysed which reveals certain organisational and promotional problems. This study brings out clearly the wide range of benefits, which accrue to women as entrepreneurs, including a phenomenal reduction in gender bias at the family level. Thus the programmes of developing women entrepreneurship shall be strengthened further since they would contribute to poverty alleviation, reduction in gender bias and economic use of women labour.

Hanumant Yadav (1998)\textsuperscript{48} in his research paper entitled “Problems of women Entrepreneurship in Eastern Madhya Pradesh” reveals that the paucity of funds is the crux of all the problems, if it is solved half of the major problems are solved. Financially strong entrepreneurs survive in deep recession and strong competition.

Aparajita & Nayan Barua (1998)\textsuperscript{49} ‘Women Entrepreneurship in North East India’ says that constant endeavor to bring in hidden talents of the entrepreneurs of the N.E .region is worth mentioning. But then the

women entrepreneurs of the region need special attention. As it has been observed that only a fraction of the trained women entrepreneurship come to the real world of business. The other part enjoys such programmes as a past time only without any follow up action. In this context, monitoring cells are needed to be set up by state governments of the region to assist and guide all types of women entrepreneurs in finding financial assistance.

Punitha et al. (1999)\textsuperscript{50} examined the problems and constraints faced by women entrepreneurs in the Pondicherry region. A sample of 120 females enterprises were personally interviewed during the period June to July 1999 out of which 42 belonged to rural and 78 to urban areas. The major problems faced by rural women entrepreneurs are competition from better quality products and marketing problems. The problems for urban entrepreneurs are, apart from the competition from better quality products, the difficulty in getting loans. The least problems faced by both rural and urban women entrepreneurs are ignorance about schemes, distance from market and ignorance about agency and institutions.

Mallika Das (1999)\textsuperscript{51} made exploratory study of women entrepreneurs in Tamil Nadu and Kerala. The study examined the problems faced by women in initiating, running and succeeding in business and differences


between the experiences of women from developing worlds. The study also underscored the difficulties faced by women in getting funds for setting up business and meeting the working capital requirements. The women in the study differ from western counterparts in family background, marital status, incubator organisations issues and environmental factors.

Lokeswara Choudary. Y. (1999)\textsuperscript{52} carried out a study on women entrepreneurs of Vikram Sarabhai Industrial Estate in Chennai city. It is revealed that the factors which motivated the entrepreneurs to undertake business are:-(a) Previous experience (b) to work independently (c) to supplement family income and (d) to get economic independence.

Dharmaja Bhatia and Saini (1999)\textsuperscript{53} in their article ‘Women Entrepreneurs-Perceptions, Attitudes and Opinions’ pointed out that the majority of women entrepreneurs started their business units in the age span of 26 to 35 years, which indicates that this age group is most suitable for venturing into self employment. The majority of women had no previous experience in Business. Most of them had good educational background and had no income before the establishment of the enterprise, but belonged to urban background. They feel that women belonging to non-business family background are also not lagging behind. Women


possess in good measures the qualities of endurance and sustained efforts to nurture their enterprise. A majority of the women had set up manufacturing units. There was a lack of information and knowledge regarding various schemes of the government for women entrepreneurs.

**Micheline and Leo (2000)**\(^{54}\) have made an attempt to analyse the individual choice for self employment and entrepreneurial success. They observed that entrepreneurial activity is found to be successfully undertaken by individuals who succeeded in increasing their entrepreneurial abilities and reducing the risk of starting businesses through a learning process that takes place through professional experience and apprenticeship or alternatively formal education. The learning processes takes place both before and after entry into the industry, as firm grow into a large size. However, financial constraints continue to play a major restraining role for entrepreneurship and firm growth.

**Seenivasagalu (2001)**\(^{55}\) conducted a comparative study on ‘Women Entrepreneurs and Executives’ in Chennai city. The conclusions drawn from the study were: the majority of the women units are registered manufacturing units which are sole proprietorship firms, less than 3 years old. The majority of the women entrepreneurs are doing business in rented

---


buildings and very few supply their products to government departments. Women entrepreneurs face medium and sometimes high competition and have achieved normal increase in capital investment, sales turnover and net profit over the establishment year. It is revealed that women executives are educationally and economically better off than women entrepreneurs, whereas women entrepreneurs are participating are in socio-cultural activities. It was found that lack of awareness; inadequate government assistance and lack of favourable women entrepreneurship environment were the causes for poor responses in the case of women entrepreneurs.

Aravinda and Renuka (2001)\textsuperscript{56} revealed that the most common motivational factors influencing the women entrepreneurship were (a) self interest in that specific area of enterprise (b) self respect (c) advice of the family members and economic necessity. The facilitating factors in the maintenance of the enterprise were (a) self-interest (b) experience (c) family-help and support.

Mathialagan (2002)\textsuperscript{57} conducted a socio-economic on women entrepreneurs of Chennai city. Regarding the constraints of women entrepreneurs, the personal factor seems to influence more in the service sector where as the environmental factors influence manufacturing and trading factors.

Savithri (2002)\textsuperscript{58} made a comparative study of women executives and women entrepreneurs in Chennai city to gauge the stress on women executives and women entrepreneurs and the factors influencing stress, the stress level, its impact on them, etc. Women Entrepreneurs develop stress when there is labour problem, wastage and loss occurring in the organisation, feeling that they do not have enough time to do everything that is required. For women executives stress originates from personality, family and organisation. It is also found that women entrepreneurs in the trading and the service sectors have more stress than women entrepreneurs in other areas.

Krishnaveni Motha \textsuperscript{(2004)}\textsuperscript{59} “Women Entrepreneurship in rural areas of India” makes an attempt to learn about the rural women entrepreneurs who take initiatives to start their own enterprises. This paper also dwells upon factors that motivate women’s to initiate the launching of enterprises and then tries to understand those factors which constrain or support their effective association of managing the enterprises. The study brings out that majority of the women entrepreneurs were in the middle age group, illiterate and married. The most compelling reasons for entering entrepreneurial field were economic in nature that is to supplement family


income. The study revealed that in order to overcome the problems brought to light in the foregoing analysis, women should be made aware of loans, schemes and programmes launched for them by government and NGOs.

2.3 Studies conducted in Kerala

There are very few academic attempts to analyse the different aspects of women entrepreneurship. A perusal of the available research studies on women shows that it is the welfare aspects of women rather than the development which has attracted attention. There are only very few studies on women entrepreneurship or women entrepreneurs in Kerala.

**Department of Economics and statistics, Government of Kerala** (1984)\(^{60}\) this study was on women’s industries programme in Kerala, to access the involvement of manpower in this field and to analyse the difficulties and problem faced by the women entrepreneurs which impede the growth and smooth functioning of the units. It was supported by the views of 275 women entrepreneurs of Kerala. Census method was adopted and only 58% of units responded by supplying necessary details. Details were collected from these units through mailed questionnaire designed for the purpose. The study highlights the profile of workers in the women’s industrial units, but the profile of the entrepreneurs is neglected. Problems faced by women entrepreneurs are analyses under the following major viz

---

capital, raw material, marketing, competition from other units and availability of power. But the conclusions drawn from the survey are not on proper empirical support. It also includes suggestions of entrepreneurs. The major findings of the study are as follows: (a) Nearly 82% of the industrial units are functioning throughout the year (b) Proprietary concerns and cooperative societies are the popular ones (c) Majority of the units are running on profit (d) Women’s units are still in their infancy and so the problems faced by them are many. The characteristics of having other business or sister concerns is lacking among women entrepreneurs. Nearly 94% of the employees are permanent. About four-fifth (81%) of the worker are full time employees. Only a very small proportion of the employees (1%) get a reasonable income that is above Rs 500 per month. The workers are very young and 63 percent workers have no experience at all.

Shailaja Kumari (1987) on Women Entrepreneurs of Kerala in which she tries to analyse the production problem, employment, and wage structure, cost of production etc. For her study, she selected three units in Triruvananthapuram. Although her study gives some ideas regarding the women entrepreneurs of Kerala, it did not look deeper into some important aspects. She did not look into the type of organisational pattern which generate more employment, in which activity they perform well, but they

---

are engaged more in certain activities etc. Another limitation of her study is that, it look into account only three different activities as a representative of the whole women industrial units.

**Anna, V. (1989)** made a study to examine the compelling reasons and stimulating factors that led women to industry. The study revealed that economic independence was one of the stimulating factors and unemployment was the major compelling factors to enter the field. Encouragement of family members and expectation of state financial assistance motivated them to start industrial unit of their own.

**Pillai and Anna (1990)** a study on women entrepreneurship in Kerala and their objective was to find the social political and economic factors that prevented entrepreneurship development. A randomly selected sample of 102 women entrepreneurs in the Ernakulam–Kochi area was surveyed. The study showed that entrepreneurs depended on financial support from the state and that familiar assistance was used only as a secondary source of help. Yet women had cited family support and encouragement as the highest facilitating factors for them to do business. Another conclusion was that women in Kerala were “not coming forward to take industrial ventures which demand initiative and dynamism”.

---

Sheela Varghese (1990) examined the case of the garment industry in Kerala in her project, employment of women in the garment industry. Different types of units (i.e., Units of the Cochin Export Processing zone, independent assembly line units, and registered and unregistered units) were included in the study. Interviews were conducted with 250 workers and 36 manufacturers. The researcher enquired into the working and living conditions as well as the socio-economic and demographic characteristics of workers using a gender perspective. Methods of recruitment, nature of labour contract, pattern of employment including occupational segregation, differential wage structure, and mode of payment and mobility of labour was specially looked into. Her finding was young and unmarried and the proportion of women was the highest among the export-oriented units. However, workers were not aware that they were producing for export. More than half the workers suffered from various health problems and the intensity of ailments was higher in the CEPZ. 28 per cent of worker households were female-headed. Though women workers were more educated than their male counterparts, they were unable to use this fact to their advantage. Wage disparities were evident between units and in the same units. More than one-fourth of women workers received less than Rs

600 a month while there were no male workers received less than Rs 600 a month while there were no male workers in this category. On the other hand, 20 per cent of the male workers received more than Rs 2000, and there were no women in this category. Further, while 65 per cent of the male workers received time wages with other non-wage benefits, the majority of women workers received time-cum-piece wages. Assembly line production was carried out in the export-oriented units in which men were employed in higher category of jobs and women in lower category jobs. Moreover, there was a tendency for producers to shift their units to the unorganised sector. Though workers of export-oriented assembly line units and registered units were considered to belong to the organised sector they had little job security. Women were also found to work up to 12 hours a day especially in the EPZ units. Norms regarding working conditions did not exit; even in cases in which they were seldom observed.

Resia Beegam (1993) in her study of the problems of women entrepreneurs in Kerala. The socio economic structure of women entrepreneurship in Kerala, position of women entrepreneurs and the incentives provided to women industrial units have been assessed. She also try to find out the difficulties faced by the women entrepreneurs at various stages of promotion of their units. The findings of the study confirm that the women entrepreneurs in Kerala have been facing numerous problems, 

---

in promoting and running their units. Considering the decisive role they have to play in the industrial development of Kerala, it is high time the government strengthened measures for improving the performance of women’s industrial units /enterprise.

**Annia George** (1995)\(^{66}\) on Women Entrepreneurs in readymade garments in Ernakulam District, Kerala, covers 80 women entrepreneurs and 92 percent of the are sole proprietors of the units. All of them are married and in the age group of 30 to 35 years. All units earn profit, but women entrepreneurs, who have undergone special training in tailoring, earn higher profit, because they cater to the changing demands of the market.

**Saraswathy Amma. K. P. and Sudarsanan Pillai. P.** (1998)\(^{67}\) in a study on women entrepreneurs in garment industries in Kerala pointed out that all successful women entrepreneurs had strong family support and enjoyed personal freedom and majority of the women were concentrated in urban areas. They emphasised the need for EDP for helping women in non-traditional, high-skill and male dominated activities.

---


Kerala Women’s Commission (2002)\textsuperscript{68} conducted a study on the ‘status of women in Kerala’. In this study the status of women in development programmes in Kerala was also analysed by taking a sample of 412 different entrepreneurial development units of Kannur district. It is revealed that the encouragement of officials in the case of government programmes and the encouragement from the responsible field staff of NGOs programmes were the most influential factor that prompted the idea of starting the enterprises by women.

Nirmala Karuna D’ Cruz (2003)\textsuperscript{69} conducted a study on the ‘Constraints on Women Entrepreneurship Development in Kerala: An Analysis of Familial, Social and Psychological Dimensions’. The study reveals that the biggest problem was reportedly in areas of procurement of raw materials and canvassing of orders. Staying away from home for long hours, particularly late in the evening, attending meeting and discussing with government officials and taking care of family care of family problems alongside all these responsibilities were reported to be a serious burden along with lack of facilities and time to attend to their familial roles, rent payment and additional labour cost.


2.4 Studies undertaken aboard

Considering the importance of the discipline, quite a large number of studies covering different aspects of women entrepreneurship have been undertaken by individual researchers and institutions outside India are given below:

Hisrich and Brush. R. D. (1986)\textsuperscript{70} stated that in order to get a full picture of the personality and motivations of the women entrepreneurs, a comparison of entrepreneurial characteristics with those of the typical women executive is a must. The person making a career as a company executive usually has experience or expertise in her specific area, is conservative, cautious, logical and averse to risk; these attributes are necessary for performing the more “custodial” tasks required within an organisation, such as controlling cash, people or assets. In contrast, the woman entrepreneur is an individualist; creative, enthusiastic, instinctive and adaptable. She must deal with very real and immediate problems like meeting payroll, hiring and firing employees and pacifying creditors often in the face of little cash, instability and few assets. An entrepreneur is not a cog in the wheel and cannot take the time to make lengthy studies or spend weeks seeking advice before making a decision. Her concern is for growth and creating assets. The rewards can be great both financially and

psychologically, but the drawbacks can mean sacrifices personally, emotionally and financially. A high energy level is essential for the ‘women entrepreneurs’ need to inspire and motivate her employees. This calls for self-confidence, flexibility, persistence, independence and determination to succeed, etc.

Jean. M. Watkins & David. S. Watkin’s (1986)\textsuperscript{71} gives some information obtained from a study of women entrepreneurs in United Kingdom. This is primarily concerned with the influences leading women to adopt an entrepreneurial career. A comparison between men and women entrepreneurs is made in this study. The results show that the background and experience of women entrepreneurs prior to their entrepreneurial event differs substantially from that of male entrepreneurs.

Donckels and Dupton (1986)\textsuperscript{72} a study of new entrepreneurs of Belgium report that small firms generate more entrepreneurs than larger firms, and that such entrepreneurs often have an entrepreneurial family background. They also observed that (a) in recent years there has been a substantial increase in the number of unemployed starting their own business (b) initial investment in these enterprises were comparatively low (c) government provided some support to them but these efforts had a little


impact (d) almost half of these new entrepreneurs were employed in private enterprises before they start their own units.

Cary L. C. and Marilyn J. D. (1987) conducted a study and brought out the working environment of women occupying executive positions in corporate organisation of America. The study reveals that the economic pressures of inflation, the influence of the women’s movement, the psychological need “to develop one’s identity are encouraging women to take a more active role and to participate more widely in society.

Vander and Romijn (1987) made a study on small enterprises run by women. They found that business headed by women is consistently worse off than others. Women generally have fewer resources than men, and are impeded by lower levels of education and literacy, and by restricted physical and occupational mobility. They have limited access to profitable activities, and their skills are often common to large numbers of other women, so that work in these areas is generally competitive, oversubscribed and poorly paid. Women have little contacts and less bureaucratic know-how and bargaining power than men, which limits their productivities and profitability.

Neider (1987) conducted a study on female entrepreneurs in Florida. The study revealed that tensions between personal life and career were a major problem for those women. Husbands were generally not much involved in their wives’ businesses and were not supportive of them.

Margaret Henning and Anna Jardim (1989) conducted the study of women at managerial position by analysing the life and career history of twenty-five women at the top management position in business and industry. The study reveals that women can build extremely successful management careers even without legal pressures to aid them. The study further reveals the price they paid their personal lives were mortgaged to pay for their careers.

Bruce (1989) observes that lack of capital is not the only factor that may impede the growth of women enterprises. Women are more likely to work in low return sectors than men, so their profits are lower; women often spend a relatively high proportion of their profit on household needs and generally have less access than men to use of household funds for investments.

Lyberaki and Smyth (1990) observes that many women entrepreneurs decide not to expand their enterprises so as to avoid visibility

and various regulations, taxes, etc. In large enterprises, division of labour is more complex and management skill is more crucial. Work also becomes more demanding and less compatible with women’s other activities and obligations and may have to be legally registered. Women want to avoid all these problems.

Stolen. K. A. (1991)\textsuperscript{79} points out that when the man’s contribution to the household decreases, women need assistance to ensure that their husbands become more ‘integrated’ into household production and family life. A reduction in the man’s contribution not only restricts the capacity of the women to save and invest in her enterprise but also leaves her with the sole responsibility of maintaining her dependents.

Tovo. M (1991)\textsuperscript{80} observes that self-employed women face several problems common to all small-scale entrepreneurs, which include limited access to capital, inputs and markets. Often a large number of small enterprises share one market segment, causing competition to be fierce and prices to be low. The products of small enterprises can be extremely dependable on a limited number of suppliers and wholesalers. This renders the entrepreneur economically vulnerable and often exposes her/him to exploitation.


Nelson (1991)\textsuperscript{81} in his study on ‘Small Business Opportunities for Women in Jamaica’ revealed that women were extension of household activities, for example, small scale retail or dress making/garment manufacturing. Majority of the women had encountered sex-bias while establishing and developing their business and 26 per cent believed that they would be socially isolated if they exhibited the assertiveness and strength usually associated with the male entrepreneur. About 30 per cent of the women however identified advantages to being female. They could negotiate preferential treatment and solicit cooperation from males. Household responsibility played a significant role in the choice of economical activity among women. The sample respondents stated that they depended on their business to maintain their homes and support their families. Need for a specialised training programme for women in small business was also echoed by the respondents.

Carter and Cannon (1992)\textsuperscript{82} in their study on ‘Women as Entrepreneurs’ conducted in Great Britain find out that the way women approach starting an enterprise is dominated by the stage they have reached in their life cycle, that is, their age and domestic relationships. Differentiation by personal life cycle is important as women start business


at very different stages in their lives. This affects the types of business started and their individual approach to ownership. Majority of the women respondents were equally motivated towards achievement and were represented within either the younger, achievement-orientated group, the aspirants, or within the high achievers group of older women who had often come out of successful careers to start a business. The career paths pursued by women were usually in traditionally female employment sectors, such as retailing and within service industries. Only a minority had participated in non-traditional sectors before starting in business. Regardless of their educational and career backgrounds, all had experienced problems in starting and running enterprises. Many of those were operational problems which affect male business owners as well as female. Many respondents were willing to exploit their femininity in group situations or in certain types of negotiation, turning the perceived disadvantages of gender into an advantage. Women respondents were skeptical about the initiatives of government for promoting women entrepreneurship.

**Hilhorst Harry Oppennoorth** (1992)\(^3\) conducted an exploratory study on ‘Financing women’s enterprise-Beyond barriers and bias’. The epilogue highlights the need for more information on the effectiveness of

---

financial interventions for poor women. It is emphasised that for any economic gains, financial interventions have to be selected according to the potential of women for making improvements in their position with respect to decision making. Financial intervention in household based production is to be preceded by location, specific analysis, and taking gender into account. It is also stated that women must be able to control their returns and protect their sources of income. It is suggested that persons who design and implement the programmes that make credit available to women, should also be aware of effects on women’s status and visibility and specifically the influence on the extent of their decision making role. A flexible approach is to be exercised in the administration of credit for women.

**Klein (1995)**\(^84\) in her paper on ‘Returning to work: Challenges for Women’ states that problems of compatibility between professional and private life are usually resolved to the detriment of women. With few exceptions, it is women who interrupt their career, when family obligations require such a choice. Their reintegration into active life poses problems but it is necessary not only as basic human right but also for economic efficiency.

**Breen et. al (1995)**\(^85\) examined financial and family issues by taking a sample of 211 female entrepreneurs from Australia. The study highlighted that female business owners faced the problem of getting finance and started

---


business with low initial capital. On the family front women entrepreneurs faced the problem of supervision and care for sick children.

**Masao Kikuchi** (1998)\(^{86}\) made some case studies to analyse and examine how the new export market and subcontracting system resulted in the emergence of the “new generation of rural entrepreneurs in Philippines”. The study found that subcontracting in the export garment sector is not limited to sewing, but also for other related services. Because of the technology used in the garment industry is labour intensive, the spread of garment subcontracting in rural areas has created employment opportunities with low opportunity costs. More fundamentally, the rise of the export garment sector gives an opportunity for new rural entrepreneurs to create a new rural industry.

**Bliss and Garratt** (2001)\(^{87}\) has examined the working of organisation for women in Poland. The paper has examined the various activities performed by these associations to promote women entrepreneurs. Information was collected from 12 support organisation for women. Data collected from these organisations highlighted that basic purpose of these organisations has been to provide inputs to women entrepreneurs in the fields of professional ethics, protection of rights of

---


women entrepreneurs and their companies, exchange of experience and other activities.

**Mambula (2002)**[^88] analysed major constraints faced by SMEs in Nigeria. A sample of 32 small business entrepreneurs was taken. Analysis of data revealed that majority of SMEs face the problem of finance and infrastructure while managing their businesses. The author recommends that small business entrepreneurs should collaborate with each other to sort out the various problems faced by them. There is needed to form alliance of Government, Research institutions and financial institutions to create appropriate training for prospective small business.

**Aurora and Korn Ferry (2002)**[^89] conducted a research study on Vanishing talent: Risk, reward and recognition by taking a sample of 350 UK executives to find out if more women than men were leaving corporate organisations for entrepreneurial ventures, and if so, what choices they were making about women’s views on corporate life and entrepreneurial ventures. Across the findings, women heavily sought recognition, reward and re-invention. The research indicates that women enjoy calling the shots in business. Women who took the leap from corporate life to start a business venture say they are extremely satisfied. They found that 99 per cent of


women entrepreneurs cite being able to fulfill their personal vision as extremely rewarding while for men it is a combination of time for family, recognition for accomplishments, taking risks without repercussions, and not needing to fit in. However 85 per cent men and 88 per cent women cite the lack of the benefits package as a less satisfying aspect of leaving corporate life to start their own business. Other top reasons for both men and women entrepreneurs leaving corporate life are to take with new ideas and to test personal limits, and to have more strategic inputs into decisions. Men identify money as the second most popular reason to change jobs, along with opportunities for strategic inputs, whereas women rank it fifth, behind risk, reorganisation and spending more time with the family.

Watson (2003)\textsuperscript{90} has examined the failure rates among female control business in Australia. The analysis of study highlighted that failure rate female control business is relatively higher than male controlled business. But the difference is not significant after controlling for the effects of industry. None of the study seems to have touched the area like perception of women entrepreneurs on the obstacles faced by women entrepreneurs. This study has tried to break the traditional method of conducting analysis. In this study, an attempt has been made to analyse obstacles faced by women entrepreneurs by using factor analysis approach.

2.5 Conclusion

An overview of available related studies revealed the fact that majority of the researchers concentrated on the problems faced by women entrepreneurs. Few studies are made on the women entrepreneurship in a particular industry. The readymade garment industry occupies a prominent place in the industrial scenario of Kerala. It is often considered as women dominated industry. Thus nobody has made any sincere attempt to find the various aspects like scope of employment opportunities, profitability, organisation pattern and impact of government and financial institutions for the development of this industry etc. The present study was undertaken with a view to providing information to fill the existing gap. It is hoped that such a study would be helpful to the planners, policy makers, administrators, development agencies and social scientists.