CHAPTER-V

SUMMARY OF FINDINGS AND SUGGESTIONS
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INTRODUCTION

The major findings of the present study and suggestions based on those findings have been briefly summarized in this chapter.

The biggest problem or difficulty of a women entrepreneur is that she is a woman. By this mean the attitude of society towards her and constraints in which she to live and work. Inspite of the constitutional equality and legal equality in practice the attitude of men not only of tradition bound village men but even those who are responsible for decision making planning and research is not equality. She still suffers from male reservations about a women’s role and capacity.

The attitude or reservation creates difficulties and problem at all level i.e., family support, training, banking, licensing and marketing. Women in non-urban areas have sufferings still further. They have to face not only resistance or
reservation of men but also of elderly women who are ingrained with this attitude of inequality.

It is not that women do not have skills or capacity but they are not properly trained or inculcated in craftsmanship. Because it is felt that if a skill is imparted to a girl it is wasted because when she gets married she takes away the skills with her. Therefore, a woman can only act as helper. She cannot function independently. Training and skills are the basis for any entrepreneurship. Facilities are available, again social attitude keeps women away from them, in urban and rural areas.

The second difficulty of women entrepreneurs is finance or capital. Money or finance is the blood stream of any enterprise. It has to be made available at the right time in right amount. It is true that one can borrow finance from banks and other financial institutions. But the biggest catch is that of collateral security which is required to get bank credit. And women generally do not have any property in their name.

In urban parts apart from teaching and nursing and other traditional areas there are many areas where women can start on their own. With modern technological revolution, field vast open. Electronics, computer services and needed informative and consultative services advertising agencies, etc., are the
areas which women entrepreneurs can explore. What they need is little training, finance and large quantity of co-operation and encouragement from all men at home in society and in Government organization. That will enable women entrepreneurs to enter the mainstream of country's economy which in turn speed up the economic development of our country.

**FINDINGS**

The findings of the nature of women entrepreneur and the problems of women entrepreneur in different areas in the present study are summarised under individual heads.

**NATURE OF WOMEN ENTREPRENEUR**

- Out of 120 respondents, 57 respondents belong to BC community, 42 respondents belong MBC community, 12 respondents belong to SC/ST community and only 9 respondents belong to Forward community. It is clear from the above Table BC community ranks first with 48 percent.

- The age profile of women entrepreneurs reveals that majority of them are in the age group of 31-40 year. This is quite understandable because the children are grown up and women can possibly think of business even if it involves part time work.
As for as the marital status is concerned 73 percent of the sample respondents are married 19 percent being unmarried and 8 percent are widow.

Out of 120 respondents, 38 percentage belongs to joint family system and only 27 percent of the sample size belongs to extended group. The majority of the respondents are nuclear family.

Sixty four percent of the respondents are residing in rented houses. 27 percent of the sample population are residing in leased houses. Only 9 percent of the respondents are living in their own houses. It is clear that majority of the respondents (64%) are living in rented houses.

Twenty seven percent of women entrepreneurs are engaged in beauty parlor work 20 percent of respondents are engaged in tailoring work. And the respondents engaged in both fancy stores and home products sales are 18 percent each. And 10 percent of respondents are engaged in vegetable stores and 7 percent are in maligai shop. It is clear that majority of the respondents are engaged in Beauty parlor work.

Out of the 120 respondents 53 are graduates, 27 respondents are H.Sc holders. 23 respondents are Diploma holders. 13 are with High School study and only 4 are with primary level education. It is clear that education and training are essential for entrepreneurial development. Thus it mainly be stated that majority of the sample respondents (44%) are graduates.
Out of 120 respondents, 44 percent of respondents has completed Higher Secondary, 23 percent of respondents are graduates and 19 percent of respondents are Diploma holders and 11 percent of respondents completed High School and 3 percent of the respondents completed primary level of education.

Out of 120 respondents 62 percent had run their organization under partnership concern and 38 percent had owned the enterprise in dependently. The researcher infers that most of the women entrepreneurs are having partnership form.

Sixty one percent of respondents have located their business at the Urban area 34 percent of the sample size have their business units at Semi-Urban area and 5 percent of women entrepreneurs have established their concerns in Rural areas.

Out of 120 sample respondents 74 respondents are previously employed in some occupation. Only 38 percent of respondents are unemployed before taking up entrepreneurship.

Out of the 120 total respondents 35 percent gained a profit of Rs. 10000 to 15000. 30 percent of respondents earned Rs. 5000 to 10000 and 25 percent of respondents got a profit of less than Rs. 5000 and only 10 percent of respondents earned a profit of more than Rs.15000.

To support the family (3.30) is the major part of opinion given by the respondents. That is clearly shown with the help of weighted arithmetic mean.
And it is clearly reveals that both to acquire more economic reward and acquire status are the common opinions with the same weighted average of 3.26. They are followed by utilize the resources and to be independent with the weighted average of 2.69 and 2.49 respectively.

Self-motivation has been a major source having realised the potentialities in built in them the financial burden pressing them and he desire to give better education to their children forced them to start an independent own enterprise. The husband are observed as the second most important source of inducement and encouragement in opening their own business enterprise.

The computed value of chi-squar (28.896) is more than the table value (26.296). The hypothesis is rejected. Hence it is inferred that all of the respondents depends others for taking decision.

Out of 120 respondents 98 respondents fell proud about their business. Only 22 respondents answered negatively stating that they are not much proud of their business. It is clear that majority of the women entrepreneurs fell proud of their business.

Out of 120 respondents 73 percent felt superior to other housewife. It is clear that majority (73%) of the respondents felt superior to housewife.

Out of the respondents 120, 71 respondents agrees that their status realised and 49 respondents answered negatively.
PROBLEMS OF WOMEN ENTREPRENEUR

FINANCIAL PROBLEMS

- Only 33 percent of respondents are borrowed loan from banks and balance 77 percent of respondents are not borrowed loan from banks.

- Availability of Schemes is playing the major role in reduction of loan taken by the entrepreneurs. It is followed by ideas like Amount Allowed, Interest Rate, Time taken to process the Loan and Security needed against loan with the weighted average mean valu of 3.21, 3.14, 2.80 and 2.57 respectively.

- Only 13 percent of respondents are borrowed funds from private agency and balance 87 percent of respondents are not borrowed funds from private agency.

- The rate of interest offered for the entrepreneurs has the major impact for taking loan from private agency which has the weighted average value of 3.79. Next availability of schemes (3.48), security needed against loan (2.90), time taken to process the loan (2.87) and amount allowed (2.29) is having less influence on taking loan from private agency.

- It is known that only 27 percent of respondents are having access with the current information regarding available loan schemes. Out of 120 respondents 88 respondents are not able to have access with current loan schemes.
Sixty two percent of respondents states that the higher interest rate is the major problem than the other problems. And also lack of adequate loan schemes also one of the major problem for the women entrepreneur.

Twenty six percent of respondents represents that inadequate loan schemes also one of the major problem for women entrepreneur. Out of 120 respondents 17 percent of respondents states that the time taken to process the loan also effect to get loans. And amount allowed, security needed against loan and other problem are represented as major problems by respondents as the percentage of 11, 10 and 4 respectively.

MARKETING PROBLEMS

Out of 120 respondents, 78 percent of respondents represent that they used the direct marketing methods and 22 percent of respondents are stated that they used indirect marketing method.

Out of 94 respondents using direct marketing style Own shops, Sales counter at production plant and Door to door sales techniques only used and other techniques are not used for marketing. It is represented by the respondents that 42 percent of respondents using the technique of having own shops and 36 percent of respondents stated that they used the technique of sales counter at production plant. And only 22 percent of respondents are employed door to door sales method.
Out of 26 respondents using indirect marketing style 12 respondents represented that they sold through cooperative. And 6 respondents represented that they sold through corporate middlemen and 5 respondents stated that they sold through retail middlemen and the balance 3 respondents used other techniques of marketing.

The computed value of chi-squared (27.434) is lesser than the table value (36.415). The hypothesis is accepted. Hence it is inferred that the constraints are restrictive to the entrepreneurs' development while marketing their product/service.

OTHER PROBLEMS

Out of 120 respondents, only 7 respondents are undergone training programs and 94 percent of respondents (113) are not attended training programs. It is drawn from the respondents' response.

The computed value of chi-squared (27.031) is lesser than the table value (36.415). The hypothesis is accepted. Hence it is inferred that the other problems also affect the entrepreneurs' development.

Out of 113 respondents, 75 respondents state that they are not aware of the training programs. And 19 respondents stated the reason that training programs are not cheaper. And 12 respondents stated, they not...
interested and 7 respondents stated the reason that, the training program is not useful for them.

Out of 94 respondents only 33 respondents stated that they faced labour problems and the balance 61 respondents represented that they did not faced any labour problems.

**SUGGESTIONS AND RECOMMENDATIONS**

The development of women entrepreneurship requires the implementation of the appropriate measures in different areas and by all parties concerned. Governments, employers' organizations, trade unions, non-governmental and international organizations

- Reduction of rate of interest, Exclusive loan scheme, Reduction of processing time, Loan without security, Venture capital are recommended by the entrepreneur for the development of their enterprise.

- Creating Awareness: Awakening of rural women to the possibilities of the easily accessible micro-enterprises is the foremost task. The government, semi-government and non-government organizations should create awareness among the most productive age group of rural women.
Motivating Entrepreneurs: For proper motivation of rural women, the economic, social and health benefits of various possible enterprises should be highlighted. The use of farm visits, video film shows, dramas, puppet shows, group meeting etc. will help in motivating the potential group.

Expertise Development: After awakening and motivating the next step in development and success of an enterprise is the acquisition of knowledge and skill up-gradation and polishing of existing knowledge and skills in production.

Following are some of the personal and social capabilities which are developed as a result of taking up enterprise among rural women:

- Economic empowerment
- Improved standard of living
- Self-confidence
- Enhanced awareness
- Improvement in decision making status
- Sense of achievement
- Increased social interaction
- Improvement in leadership quality

To meet the severe competition held out by big and small business women cooperatives may be formed to make the products.
For reducing the labour turnover, leave with wages, quality input, improvement of working condition, sufficient workers, reduction in work load are the measures recommended by the respondents.

CONCLUSION

The development of the enterprise depends on the efficiency of the entrepreneur and independency of them. Since the nature of women entrepreneur and the financial, marketing and other problems that will restricts the development of the women entrepreneurship, the researcher has carried out the present study. It is well understood from this study the high interest rates and unawareness about current marketing needs and unawareness about the present technology, lack of skilled labour are the major problems faced by the entrepreneur. Majority of the entrepreneurs are not trained due to unawareness and cost constraints. Hence Government should have positive attitude to reduce the problems by introducing new financial scheme especially for women and reduce the legal constraints and by special education and training, technical assistance for women.