6.8 CONCLUSION

Cross-national differences in levels of entrepreneurial activity are often explained by a wide range of economic, technological, cultural and institutional factors. In particular, differences in value systems and cultural orientations towards entrepreneurship have been argued to affect entrepreneurship. According to Hofstede, cultural values and beliefs create a "mental programming" among society members that is used to evaluate social practices such as entrepreneurship. In developing economies where population pressure is high and wage employment is limited the entrepreneurial culture should be programmed in the minds of the youth specially women.

The study revealed that the economic environment in both the cities – Asmara and Chennai – have provided the necessary opportunities for the growth of women entrepreneurs. Governments in these cultures have developed intervention programs to bring women into the main stream of the nation. They have offered assistance to set up enterprises and provided access to institutional finance. The study has brought out the fact that there exist no differences in assistance provided by the governments and financial institutions in these two cities. It is thus concluded that the governments have created the ‘pull’ factors necessary to make entrepreneurship attractive for the women entrepreneurs.

However, the need of the hour for women entrepreneurs is finance - the life blood of any enterprise, be it small or large. It is the role of financial institutions to encourage such entrepreneurs by providing schemes like “special loan scheme for women” with low interest and longer repayment terms. Women entrepreneurs and new entrants into the world of business should be provided with training, consultancy, counseling and other support activities. It would also be a good
endeavor to develop exchange programs across different cultures of the globe to encourage women entrepreneurs to gain new insights and create new avenues. This would assist them to learn and acquire entrepreneurship skills across cultures.

The study also revealed that the respondents of the two cities faced a number of problems – social, economic, enterprise start-up, location choice, psychological and health problems. This is because, traditionally women in these cultures have been home makers, raising families and taking care of home chores. They are less educated and economically backward. This has reduced their risk bearing ability to run business enterprises. Hence the Governments in these cities that have provided the impetus for economic environment for women entrepreneurship should also look into the socio-cultural milieu for forging enterprise creation by women.

Entrepreneurs are busy people, and often women entrepreneurs are busier than most, due to work and family commitments. The study clearly affirms the fact that women entrepreneur, be they Indians or Eritreans, are subjected to stress in some form or the other caused due to work-family pressure. In order to overcome such stressful situations in everyday life women entrepreneurs should adopt to stress management techniques.

The findings of the study urge the policy makers and social institutions to reconsider the incentive structure towards women entrepreneurship within their national and cultural milieu. It is hoped that the suggestions forwarded in the thesis will help the women entrepreneurs in particular and policy-planners in general to look into the needs and develop better policies and schemes, programs and opportunities for the women to enter into entrepreneurial ventures.
Women-owned and women led firms are encouraged by all nations to become the fastest growing segment of private sector. Consequently, national success in entrepreneurship depends on the evolution of local cultures and their interaction with national policies. Given the opportunity, women entrepreneurs will deliver the results, a reflection of the passion to excel.