CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Ever since India opened its door to liberalization in the early 1990s, there has been a steady transformation in India’s economy. Self-reliance helped in building great institutions of learning and taking strides in various field of life in keeping pace with the rapidly changing world. Women who earlier stayed at home to attend their domestic duties now maintain both work and home simultaneously, participating in the process on an equal footing with men in social and economic development. Women have moved away from their traditional roles of home makers and child rearing to social and business solutions.

Women have become equal participants in many respects at all levels of society. The future would see more women venturing into areas traditionally dominated by men. This will lead to income generation and greater sense of fulfillment among women. In almost all the countries, governments are providing special provisions for women’s development and efforts are being made to extract maximum of their talent. In India, as during Veda and Upanishad periods, women are being accorded with respect and are facilitated in all spheres of life.

In the modern India, although during British era steps were taken to improve the status of women, it was only after independence, they enjoyed privileges. As per the constitution, women are at par with men and several provisions are provided for upliftment. Women today have made use of their intelligence, knowledge and education. They have a prestigious role to play in the present households as well. They enjoy all the comforts and luxuries of life being
economically independent; working not only in the primary and secondary sectors
but also in the military and defense.

There are women that have shone in the industrial and commerce sectors
and earned both name and fame outside the country. The special provisions and
facilities available for women in the business field would result in more rapid
growth of the nation in the future. In this modern world where the cost of living has
increased significantly, it becomes necessary for women to undertake economic
activity and support their families.

Thus, women are participating in almost all spheres of the economic
activity. From village to city, it can be seen that number of women workers and
entrepreneurs contributing towards the national income of the country. The
Government and Non-Government Organizations are also promoting self-
employment among women and build women entrepreneurship.

1.2 THE CONCEPT OF ENTREPRENEURSHIP

Entrepreneurship is the process of starting a business or other
organization. The entrepreneur chooses/develops a business model, acquires the
human and other required resources and is fully responsible for its success or failure.
Entrepreneurship operates within an entrepreneurship ecosystem. In recent years,
"entrepreneurship" has been extended from its origins in business to include social
and political activity (Shane, 2000) [1].

Entrepreneurs are leaders willing to take risk and exercise initiative, taking
advantage of market opportunities by planning, organizing, and employing
resources, often by innovating new or improving existing products. More recently,
the term entrepreneurship has been extended to include a specific mindset resulting
in entrepreneurial initiatives, for instance in the form of social entrepreneurship,
political entrepreneurship, or knowledge entrepreneurship.
Entrepreneurial activities differ substantially depending on the type of organization and creativity involved. Entrepreneurship ranges in scale from solo, part-time projects to large-scale undertakings that create many jobs. Many "high value" entrepreneurial ventures seek venture capital or angel funding in order to raise capital for building the business. Many organizations exist to support would-be entrepreneurs, including specialized government agencies, business incubators, science parks, and some NGOs.

India has been dreaming big for its future since first five years plan. To make this dream into reality, a long list of requirements needs to be addressed. The most important among them is to bring equality between women and men in socio-economic front and make optimum utilization of human resources. According to World Bank Report (1991), women accounted for 94 per cent of total employment in dairy production (Shirlasheeti, 2003) and 51 per cent of total employed in forest-based small-scale enterprises in India [2].

1.3 REASONS FOR WOMEN OPTING FOR ENTREPRENEURSHIP

Self determination, expectation for recognition, self esteem and career goal are the key drivers for taking up entrepreneurship by women. Sometimes, women chose such career path for discovering their inner potential, caliber in order to achieve self satisfaction. It can also provide a mean to make best use of their leisure hours. As stated by Priyaka(2014), dismal economic conditions of the women arising out of unemployment in the family and divorce can compel women into entrepreneurial activities [3]. Hence, the following are the main reasons for women becoming entrepreneurs:

- Innovative thinking
- New challenges and opportunities for self fulfillment
- Employment generation
- Freedom to take own decision and be independent
- Government policies and procedures
- Family occupation
- Need for additional income
- Secured future of their wards
- Success stories of friends and relatives
- Role model to others support of family members
- Education and qualification self identity and social status
- They want to assume new and fresh challenges and opportunities for self-fulfillment.
- They want to prove their personalities in innovative, daring and competitive jobs.
- They want to undertake changes to control the balance between their families responsibly and business obligations.
- Government introduction attractive incentives, subsidies & various schemes
- Increasing standard of living
- Increasing socio-economic awareness

1.4 GENESIS OF WOMEN ENTREPRENEURS

Before the 20th century women were operating businesses as a way of supplementing income or in many cases they were simply trying to avoid poverty and making up for the loss of a spouse. The ventures that these women undertook were not known as entrepreneurial due to the time in history and usually had to yield to their domestic responsibilities. The term entrepreneur is used to describe
individuals who have ideas for products and or services that they turn into a working business. In earlier times this term was reserved for men (nwhm.org) [4].

Women became more involved in the business world after it was a more acceptable idea to society. This does not mean that there were no female entrepreneurs until that time. In the 17th century, Dutch Colonists who came to what is now known as New York City, operated under a matriarchal society. In this society many women inherited money and lands and through this inheritance and became business owners.

During the mid 18th century and on it was popular for women to own certain businesses like brothels, alehouses, taverns, and retail shops among others. Most of these businesses were not perceived with good reputations mostly because it was considered shameful for women to be in these positions. Society at the time frowned upon these women because it took away from their more gentle and frail nature. During the 18th and 19th centuries more women came out from under the oppression of society’s limits and began to emerge into the public eye.

Despite the frowns of society women took the family business. In the 1900’s due to a more progressive way of thinking and the rise of feminism, female entrepreneurs began to be more accepted and although these women entrepreneurs serviced mostly women consumers they were making great steps. Women gained the right to vote in 1920 and two years later Clara and Lillian Westropp started the institution of Women’s Savings and Loan as a way of teaching women how to be smart with their money.

As each change in society happened, female entrepreneurs were there taking great gains along the way. With the boom of the textile industry and the development of the railroad and telegraph system, women took advantage of the time and was able to market their products in a successful way. During the Great Depression, some of these opportunities afforded to women took a seat and society seemed to have reversed its views, reverting back to more traditional roles.
This seemed to affect women working in the business world however, it served as a push to those involved in the entrepreneurial world. More women began starting their own businesses, just looking to survive during this time of hardship. During World War II many women entered the workforce filling jobs that men had left behind to go off and fight. Many women of their own accord took these jobs as a patriotic duty along with others who started businesses of their own.

When the 1950’s came, women found themselves surrounded by messages everywhere, stating what their role should be. Domesticity was the overall concern and theme that was highly stressed during this time and women were juggling, trying to combine the home and their career. Home based businesses helped to solve a good part of the problem for those women who worried about being concerned mothers.

From the 1960’s to late 1970’s another change in came about where divorce rates were rising and many women were forced back into the role of being a sole provider. This of course pushed them back out into the working world where they were not well received and when the recession came many of these women were the first to be without work. Once again the entrepreneurial endeavors of women came to the rescue, as an effort of asserting themselves and aiding other women in being a part of the work force.

The 1980’s and 1990’s were a time of reaping the hard work of all those women who worked tirelessly for their rightful place in the work force as employees and entrepreneurs. The public also was becoming more receptive and encouraging to these women entrepreneurs, acknowledging the valuable contribution they were making to the economy.

In the late 1980’s and throughout the 1990’s there was more of a focus on networking opportunities in the world of female entrepreneurs. There were many opportunities that came about to help those who were interested in starting up their own businesses. Support groups, organizations for educating the female entrepreneur
and other opportunities like the seminars and help with financing came from many different sources.

As the 1990’s came in the availability of computers and the increasing popularity of the internet gave a much needed boost to the women in business. This technology allowed them to be more prevalent in the business world and showcase their skills to their competitors. Even still with the added popularity of women in business, the availability of technology, the support from different organizations, today female entrepreneurs still are fighting.

The economic downturn of 2008, did not serve to help them in their quest. With the continual attention given to female entrepreneurs and the educational programs afforded to those women who seek to start out with their own business ventures, there is much information and help available. Since 2000, there has been an increase in small and big ventures by women, including one of their biggest obstacles, financing.

The successful women entrepreneurs start their businesses as a second or third profession. Because of their previous careers, women entrepreneurs enter the business world later on in life, around 40–60 years old. As women are now overtaking their male peers when it comes to education having higher education degrees is one of significant characteristics that many successful female entrepreneurs have in common. The number of self-employed women has steadily increased over the past three decades putting them at an approximate of 33 per cent increase Schumpter (2011)[5].

Many women owned businesses continue to be home based operations. Lemmon (2011) stated that the types of businesses usually have limited revenue with about 80 per cent of them making less than $50,000 [6]. This group made up for about six per cent of total women-owned businesses. Children of these female entrepreneurs are expected to boost that number as they contribute to the growing amount of female entrepreneurs. Most women owned businesses are in wholesale, retail trade and manufacturing.
Female entrepreneurs have also made a name for themselves in professional, scientific and technical services, also in health care and social assistance. The participation of females in entrepreneurial activities does of course vary in different amounts around the world. In Pakistan, women entrepreneurs account for only one per cent of this gender’s population, while in Zambia 40 per cent of women are engaged in this activity. The highest amounts of females involved in entrepreneurial activities can be seen in Sub-Saharan Africa, with 27 per cent of the female population are. Latin America/Caribbean economies show comparatively high percentages as well (15%). Jacobs (2012) stated that lower numbers are seen in the MENA/Mid-Asia region with entrepreneurial activities registering at four per cent, Developed Europe and Asia, and Israel also show low rates of five per cent [7].

The women from low to middle income countries (such as Russia and the Philippines) were more likely to enter early stage entrepreneurship when compared to those of higher income countries (such as Belgium, Sweden and Australia). A significant factor that may play a role in this disparity can be contributed to the fact that women from low income countries often seek an additional means of income to support themselves and their families.

Overall, 40 to 50 per cent of all small businesses are owned by women in developing countries (Loscocco, 1993) [8]. Alternatively, this may also be due to the fact that, in western business practices, it is not seen as beneficial to exhibit feminine traits. While eastern businesses tend to follow methods based around mutual respect and understanding, western business expectations are for business leaders to be more ruthless, headstrong and less sensitive or respectful.

Female entrepreneurs make up for approximately 1/3 of all entrepreneurs globally. There was an approximate 126 million women that were either starting or already running new businesses in various economies all over the world. As far as those who were already established, there was an approximate 98 million (Sekar, et.al, 2014) [9]. Not only are these women running or starting their own businesses but they are also employing others, so that they are participating in the growth of their respective economies.
The women start their own businesses for a variety of reasons. These reasons included, having an idea for a business plan, a passion for solving a specifically related career problem, wanting to be more in control of their careers, maintaining a more balanced life, having a flexible work schedule, taking a personal vision and turning it into a lucrative business. Along with the intense desire to see their vision carried out, these women also have a great ability to multi-task and are not fearful of the risks involved in being self-employed. Vijayaragavan (2014) stated that women are still facing many issues in the workforce and being their own boss certainly is more appealing to some of the everyday issues they face in outside of entrepreneurship. Gender roles are still very much a part of their lives but for some female entrepreneurs, they feel more in control, when working for themselves.

1.5 WOMEN ENTREPRENEURSHIP IN INDIA: OPPORTUNITIES AND CHALLENGES

In India, though women have played a key role in the society, their entrepreneurial ability has not been tapped in proper way due to the lower status of women in the society. It is only from the Fifth Five Year Plan (1974-78) onwards women’s their role has been explicitly recognized with a marked shift in the approach from women welfare to women development and empowerment. There is a need for changing the mindset towards women so as to give equal rights as enshrined in the constitution.

The Government of India has defined women entrepreneurs as—an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their on legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose
a profession as a challenge and as an urge to do some thing new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

The women have achieved immense development in their state of mind. With increase in dependency on service sector, many entrepreneurial opportunities especially for women have been created where they can excel their skills with maintaining balance in their life. Accordingly, during the last two decades, increasing numbers of Indian women have entered the field of entrepreneurship and also they are gradually changing the face of business of today, both literally and figuratively. But still they have not capitalized their potential in India the way it should be.

1.5.1 Opportunities to Women Entrepreneurs

The highly educated, technically sound and professionally qualified women should be encouraged for managing their own business, rather than dependent on wage employment outlets. Jawaharlal (2013) stated that the unexplored talents of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector. A desirable environment is necessary for every woman to inculcate entrepreneurial values and involve greatly in business dealings [11].

The additional business opportunities that are recently approaching for women entrepreneurs are:

- Eco-friendly technology
- Bio-technology
- IT enabled enterprises
- Event Management
- Tourism industry
Women entrepreneurs are key players in any developing country particularly in terms of their contribution to economic development. Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms limited mobility and access to information and networks.

Women’s entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women’s empowerment, thus contributing to the Millennium Development Goals (MDGs). Kothawale (2013) in his study also stated that Governments across the world as well as various developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures [12].

1.5.2 Challenges for Women Entrepreneurs

The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic
reasons such as a layoff. But a new talent pool of women entrepreneurs is forming today, as more women opt to leave corporate world to chart their own destinies: to achieve for independence and flexibility, to better balance work and family, to make optimum use of technical education and qualifications.

However, in practice most of the upcoming women entrepreneurs face problems that are of different dimensions and magnitudes than that faced by their male counterparts. The problems, generally, prevent these women entrepreneurs from realizing their potential as entrepreneurs and they are:

**Problem of Finance:** Finance is regarded as “life blood” for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. Firstly, women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. Secondly, the banks also consider women less credit-worthy and discourage women borrowers on the belief that they can at any time leave their business. Given such situation, women entrepreneurs are bound to rely on their own savings, if any and loans from friends and relatives who are expectedly meager and negligible. Thus, women enterprises fail due to the shortage of finance.

**Scarcity of Raw Material:** Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs. Added to this are the high prices of raw material, on the other.

**Stiff Competition:** Women entrepreneurs do not have organization set-up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.

**Family Ties:** In India, it is mainly a woman’s duty to look after the children and other members of the family. Man plays a secondary role only. In case of married
woman, she has to strike a fine balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for business. Support and approval of husbands seem necessary condition or women’s entry in to business. Accordingly, the educational level and family background of husbands positively influence women’s entry into business activities.

**Lack of Education:** In India, majority of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to the lack of education, women are not aware of business, technology and market knowledge. Also, lack of education cases low achievement motivation among women. Thus, lack of education creates problems for women in the setting up and running of business enterprises.

**Male Dominated Society:** Male chauvinism is till the order of the day in India. The constitution of India speaks of equality between gender. But, in practice women are looked upon ability and capacity and are treated accordingly. In nutshell, in the male dominated Indian society, women are not treated equal to men. This in turn, serves as a barrier to women entry into business.

**Low Risk- Bearing Ability:** Women in India lead a protected life. They are less educated and economically not self-dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk bearing is an essential requisite of a successful entrepreneur. In addition to above problems, inadequate infrastructural facilities, shortage of power, high cost of production, social attitude, low need for achievement and socio-economic constraints also hold the women back from entering into business.

**Financial Problems:** Finance is a most important aspect of any business. Non- availability of long-term finance, regular and frequent need of working capital and long procedure to avail financial help is found to be the financial problems faced by women.
**Marketing Problems:** During the process of marketing of products women entrepreneurs faced certain problems viz. poor location of shop, lack of transport facility and tough competition from larger and established units.

**Production Problems:** Production problems faced by maximum women are non-availability of raw material. Non-availability of raw material is one of the reasons to the slow growth of women entrepreneurs. Other production problems are non-availability of machine or equipment, lack of training facility and non-availability of labour, high cost of required machine or equipment.

**Health Problems:** Major health problems faced by women entrepreneurs were tension, backache, eyestrain fatigue and headache. It is found that women feeling the problem of feeling fatigued after returning home, lack of rest and sleep and heavy schedule.

1.6 **POLICY FOR DEVELOPMENT OF WOMEN ENTREPRENEURS**

Women, being almost 50 per cent population of India, have a pivotal role to play as far as economic development of country is concerned. The Government has increased the importance of women by adopting various schemes and programs for their participation in economic activities. The Indian society is sifting from conservative attitude to progressive attitude. So, women are getting more opportunities not only in entrepreneurial work but also in other domains of human life. Women should be encouraged to take the benefits of policy measures introduced by the Government to promote the status and level of women entrepreneurs in the country.

Increased support should be provided by the Government to help women entrepreneurs in order to overcome the challenges faced by them. Women entrepreneurs also require support from their family and society. They should be provided easy financial help without putting unrealistic conditions by banks and financial institutions. If women entrepreneurs get support and encouragement from family, society, Government and financial institutions, such positive effort can open
new avenues for them and increase the marketability and profitability of business owned by them. If the problems of women entrepreneurs are addressed properly, they can emerge as very successful entrepreneurs far better than men entrepreneurs.

- Vocational training to be extended to women community that enables them to understand the production process and production management.
- State Finance Corporations and Financing Institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
- The financial institutions should provide more working capital assistance both for small scale ventures and large scale ventures.
- Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
- Industrial estates could also provide marketing outlets for the display and sale of products made by women.
- A Women Entrepreneurs’ Guidance Cell may be set up to handle the various problems of women entrepreneurs all over the state.
- Training in entrepreneurial attitudes should start at the high school through well designed courses, which build confidence through behavioral games.
- More governmental schemes to motivate women entrepreneurs to engage in small scale and large scale business ventures.
- Involvement of Non-governmental Organizations in women entrepreneurial training programs and counseling.
- Training on professional competence and leadership skill to be extended to women entrepreneurs.
• Adequate training program on management skills to be provided to women community.

• Better educational facilities and schemes should be extended to women folk from government part.

1.7 BEAUTY INDUSTRY IN INDIA

The growth of the beauty industry has been dramatic in India now more than ever. Indian women across different income levels relish treating themselves to the latest and greatest beauty treatments. The beauty business in India is growing phenomenally with the cosmetics market growing at 15-20 per cent annually, twice as fast as that of the United States and European markets. According to Ram and Ganapathi (2013) the retail beauty and cosmetics market in India currently at USD 950 million is pegged at USD 2.68 billion by the year 2020 [13].

Over the last five years, cosmetic products have seen a growth of 60 per cent; salons have seen a growth rate of 35 per cent and cosmetic treatments are seeing a growth rate of five per cent. Puczko (2010) in his research on hair and beauty Industry stated that per capita annual spend of USD 1.2 is expected to grow to USD 6.2 by 2015. India has about 1000000 numbers of salons and this number is constantly growing [14].

Basic grooming and hair care seems to spend of Rs 200 – Rs 1000 per month from the salon goers. Women contribute to over 85 per cent of the salon industry’s revenue. A research article on “Cosmetics majors shifting attention towards India” mentioned about men’s hair is the next wave set to hit the Indian Salon Industry. The spa and body treatment segment is estimated to grow approximately USD 772 million over the next five to eight years.

The Indian wellness industry in India consists of salons, cosmetic treatment centres and cosmetic products. The rising beauty concerns among both men and women are propelling the Indian cosmetics industry which has witnessed a strong growth in the last few years. The “Indian Cosmetic Sector Forecast to 2015”,
reported that the Indian cosmetics industry holds promising growth prospects for both existing and new players.

The consumers are increasingly shifting towards ‘natural’ and ‘herbal’ cosmetic products as they are more associated with safety for their human skin. In addition to this, it is noticed that women are spending more on cosmetics as they are actively earning and spending money on grooming themselves. According to the survey conducted by Beauty industry scenario India (2013), on an average working women intend to spend 35 per cent or more of their income on themselves [15].

Besides, rural India is also willing to look attractive with pleasing personality. The prospects of various segments, including hair care, skin care, oral care, fragrance and colour cosmetics, revealed that colour cosmetics market is growing at a rapid rate in comparison to other segments.

This sector is segmented by upscale, globally branded spas, beauty salons or parlors and mid-range hotel/resort spas serving a growing local middle class market in countries such as India. At the low end of the market are a significant number of ayurveda-based spa resorts in India that cater to both the local and foreign market.

1.8 WOMEN ENTREPRENEURS AND BEAUTY CLINICS

The veiled entrepreneurial abilities of women in India have witnessed steady alterations with the increasing sensitivity to her role and economic standing in the society. The three chief reasons for a woman to undertake business ventures are expertise, understanding of her domain and flexibility. A women entrepreneur is an individual who undertake exigent role to fulfill her personal requirements and in the process become financially self-sufficient by aspiring to do something fruitful and positive in the field of business besides bestowing values to family and social life.
For centuries, a woman’s vocation was associated with being a wife/mother/caretaker; even in the present century, scholars, as well as the society acknowledges a woman’s innate duty is to partake in household activities rather than being a bread winner. Women’s tendency to choose ‘female-oriented’ ventures is as an effort towards bringing women’s subordination into the business world. The beauty salons are mostly run by women.

In recent years beauty parlor and spas have become a lucrative business for women. As it had a kick start as home-based business women entrepreneurs of this field entered into this venture on commercial basis in a short duration. Beauty parlor is a place where women care women, which means that both service provider and the service receiver are women. Mainly because of this reason this business seemed to be more convenient for women.

Beauty parlor provide services related to skin health, aromatherapy, hair care, oxygen therapy, mud baths, steam water therapy, manicure, pedicure, bridal make up and other extended services to match with the demand and requirements of the women in all age groups. Less investment, generating income effectively in leisure time, become self dependent, easy to start, less requirement of money and cheap labour, very high demand among the women, short time required for training are the main reasons for the women to start this venture.

But owning a beauty parlor is not all easy profit. One risk is that it is a seasonal business. Bridal packages may be a reliable way for salon owners to earn extra profit, however marriages in India take place only during specific months of the year. This means that salon owners need to find ways to promote their business with other services during slow seasons. There is also the risk of product waste, especially during summer months, due to low activity and high temperatures that can damage some products. Another challenge is the need for beauty parlors owners to have a continuous presence in the salon and for them to be involved in everything related to the business.
Beauty has added a multi-faceted approach both in house as a domestic means that is been traditionally and as a business approach non-traditionally with good skills and flavor. Many researchers have emulated the concept with their studies where beauty or entrepreneurial noteworthy being studied by Krive and Kyle (1990) who discussed about beauty as an entrepreneurial venture to build confidence among women to meet the specific needs [16].

Being beautiful and well motivated to achieve life goals both domestic and business has been stated by Learner et.al.,(1997) originally developed by Hirish and Brush (1997) by means of four dimensions where he has emphasized on economic necessity, independence and achievement in coherence with personal goals that works as a challenge to balance family and work responsibility [17, 18].

Bhatnagar et.al., (2010), women entrepreneurs were majorly included in beauty parlor, interior decoration and consultancy not only as money making ventures but also promoting a sense of self confidence [19].

While the above said studies discuss on both self achievement and materlistic benefits for women entrepreneurship who are well motivated sever as a comfort zone in all areas of life.

This study attempts to throw light on bunch of factors that influenced the participants of the study personally, socially cohesive with the environment and family dynamics. The study also suggests facilities in today’s expectations of society with high technology orientations.

1.9 RATIONALE OF THE STUDY

Entrepreneurship is one of the important factors of industrialization; in the absence of entrepreneurship, industrialization cannot take place. Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women’s skills and knowledge, their talents and abilities in business and a
compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries.

An investing more in business of women rather in men leads to greater development of a nation. Empowering women in entrepreneurship leads to break the inequalities and reduces the poverty. Entrepreneurship plays an important role in developing society of a fast developing country like India. Nowadays it has been realized that enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of “Jobseekers” to “Job givers”.

The Indian economy has been witnessing a radical change since mid-1991, with new policies of economic liberalization, globalization and privatization initiated by the Indian Government. Even though India has great entrepreneurial potential, women workforce involvement in economic activities is indicated by a low work participation rate, excessive concentration in the unorganized sector and employment in less skilled jobs only. Any strategy aimed at economic development will be top-sided without involving women who constitute half of the world population.

The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main requirement for women to emerge into business ventures. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators.

In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress. In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society.
The beauty clinic business can be started with moderate capitalization. Success in this venture depends on the ability to provide a consistently high customer satisfaction. The successful beauty clinic business is one that offers excellent service, use quality products, and provide an enjoyable atmosphere in an affordable price.

For women entrepreneurs to be successful in this field, she has to face many barriers. The major issues that have to address are personal problems, business problems, marketing problems, environmental problems, social problems and also the selection of the promotional strategies for success. The major factors like good communication skills, decision making skill, upgrading of recent techniques, managing physical and mental stress, handling customers, providing quality service, retaining customers, right contact for business, managing the changing trends and fashions, big units competition, handling of grievances, social acceptance, religious beliefs, cultural norms and values, pricing, treats and teasing in public in certain areas, Government support, unsafe surrounding environment have an effect on the success of beauty clinics. These factors have an impact on operations, revenue generated and also in the growth of the business.

1.10 OBJECTIVES OF THE STUDY

1. To examine the socio-demographic features of women entrepreneurs of beauty clinics.

2. To identify the motivational factors for start up of beauty clinics by women entrepreneurs.

3. To examine the personal factors influencing the women entrepreneurs of beauty clinics.

4. To assess the services provided by women entrepreneurs in beauty clinics.

5. To analyze the problems faced by women entrepreneurs in managing beauty clinics.
6. To study the structural relationship between motivation, personal factors, problems, promotional strategies and the level of success of beauty clinics.

### 1.11 HYPOTHESIS OF THE STUDY

1. There is no significant association between socio demographic features and level of success of beauty clinics of women entrepreneurs.

2. There is no significant influence of factor affecting motivation on level of success of beauty clinics.

3. There is no significant difference between socio demographic features and motivational factors for starting of beauty clinics by women entrepreneurs.

4. There is no significant association between motivation and level of success of beauty clinics of women entrepreneurs.

5. There is no significant influence of personal factor on level of success of beauty clinics.

6. There is no significant difference between socio demographic features and personal factors for success of beauty clinics.

7. There is no significant association between personal factors and level of success of beauty clinics of women entrepreneurs.

8. There is no significant difference between level of success and promotional strategies of beauty clinics.

9. There is no significant difference between level of success and effectiveness of media used for advertising beauty clinics.
11. There is no significant difference between level of success and problems faced by the women entrepreneurs in managing the beauty clinics.

12. There is no significant relationship between motivation, personal factors, promotion, problems and level of success of beauty clinics.

13. There is no significant structural relationship between motivation, personal factors, problems, promotional strategies and the level of success of beauty clinics.

1.12 SIGNIFICANCE OF THE STUDY

The socio-demographic features of women entrepreneurs of beauty clinics would be useful to understand the socio-demographic features which lead to the starting of beauty clinics. The motivational factors for start up of beauty clinics by women entrepreneurs would be helpful to identify the key factors which motivate women entrepreneurs to start up of beauty clinics. The personal factors influencing the women entrepreneurs of beauty clinics would be useful to identify the personal factors that are influencing the level of success of beauty clinics.

The services provided by women entrepreneurs in beauty clinics would be useful to understand the various services provided by beauty clinics. The problems faced by women entrepreneurs in managing beauty clinics would be helpful to identify the various problems faced by them in managing beauty clinics and would help in formulating different strategies to manage those problems efficiently. The structural relationship between motivation, personal factors, problems, promotional strategies and the level of success of beauty clinics would be useful to understand the interrelationship among them to improve the level of success of beauty clinics.

1.13 LIMITATIONS OF THE STUDY

The present study is with the following limitations:
1. The present study is carried out in Chennai city only.

2. The present study is based on the primary data collected from the women entrepreneurs of beauty clinics.

3. The drawbacks and limitations of the field level survey are very much applicable to the present research.

4. The data and information collected from the women entrepreneurs of beauty clinics are subjected to recall bias.

1.14 ORGANIZATION OF THE THESIS

The first chapter deals with genesis of women entrepreneurs, opportunities to women entrepreneurs, challenges for women entrepreneurs, policy for development of women entrepreneurs, beauty industry in India, women entrepreneurs and beauty clinics, statement of the problem, objectives of the study, hypothesis of the study, significance of the study, limitations of the study and organization of the thesis.

The review of literature is presented in second chapter.

The third chapter presents the factors affecting women entrepreneurship.

The fourth chapter deals with research methodology.

The fifth chapter deals data analysis and interpretation.

The sixth chapter comprises of summary of findings, conclusion and suggestions.