CHAPTER – 1

INTRODUCTION
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"To call women the weaker sex is a libel; it is man's injustice to women. In fact, women for Gandhi were embodiments of virtues like knowledge, humility, tolerance, sacrifice and faith. Gandhi's reformist spirit seasoned the role that he played in uplifting the status of women in India”.

- Mahatma Gandhiji

1.1 Background

Human beings are consistently fascinated in knowing progressively in the day to day life. Inquisitiveness is the sign of innovation and modernization which is the root cause for the development. In this connection a small attempt is made to invent new ideology in the field of women entrepreneurship as envisaged by Gandhi. The whole idea is presented throughout various segments. The first chapter is introductory in nature and spells out the objectives of the study, hypothesis and the methodology used in the study. This chapter serves as the foundation on the basis of which the other chapters of the study are developed.

Mohandas Karamachand Gandhi is known to be one of the extraordinary personalities who hoped in woman’s vigorous participation in the freedom brawl. Gandhiji thought of the significance of women power and their responsibility in shaping the pathway of history and progress. Mahatma did not put the effort to drive home the fact that women were equivalent in every stage to men and could take on the responsibilities with identical cleverness and competence. Therefore, Gandhi alleged that, “Ultimately, woman will have to establish herself with authority what she desires. My personal judgment is that, just as necessarily men and women are same; their predicament must be similar in essence. The soul in both is the equivalent. The two live the matching life; have the identical way of thinking. Each is an accompaniment of the other. One cannot live without the other’s vigorous help”. Man has subjugated woman
since the time immemorial and so women have inculcated an inferiority mindset. The spiritualists have documented the equivalent condition sandwiched between women and men.\textsuperscript{1}

Mahatma Gandhi alleged that women are indistinguishable in all compliments to men and could ingest responsibilities with compatible dexterity and proficiency.\textsuperscript{2} The assorted facets of Gandhian thoughts, principally his concern for women and their attitude and culture have been approached with academic enthusiasm. M.K. Gandhi had comprehended the insinuation of women ascendancy and their accountability in crucial times of growth and advancement.

Gandhiji had observed the men and women as two faces of the same coin and synchronize each other. Gandhiji saw himself not as a prophet but as a practical optimist. Suppose, men and women work collectively altruistically and genuinely as equals with a faith like Gandhi’s, they may undeniably comprehend the stage of ‘Ram Rajya’, the ideal state. Any acknowledgment to Mahatma Gandhi, the Great Soul, would be a vacant one, if we take no indication for our own guidance from his philosophy and from his life; for him principles had no worth if they were not translated into accomplishment. In his consideration, approximately nine decades ago at the All India Woman’s Conference on December 23, 1936 was, “When woman, whom we call abala becomes sabala, all those who are helpless will become dominant”. Such empowering, may not be bestowed upon them by legislation or assistance offered by men, or even some more fortunate women who think of them as weak; they must gather round strength to stand up on their own leg. Of course, they may be skilled in Gandhi’s way, the way of non-violence, which is truth. They may follow the teaching of Lord Krishna in The Gita, “Lift the self, by the self\textsuperscript{3} and then shall the meek inherit the earth. Then shall India deserve the wisdom of the antique Upanishads, which she has taken as her national aphorism, “Satyameva Jayate”, “Truth alone wins!”
Empowerment of woman has been the crucial point of government policy since 1990s. Economic and political empowerments are the double processes operated through governmental effort. But the perception of empowerment includes a wide assortment of facets in circumstances of comprehensive societal development, which is analogous to Mahatma Gandhi’s perception of “Sarvodaya”. Woman’s emancipation in India had an indigenous constituent being pioneered by coherent men, which metamorphosed in due course of time into a movement by involvement of numerous women addressing the contemporary tribulations of the Indian society and also drawing inspiration from analogous struggles abroad. The movement thereby acquired Western characteristics but the perception of empowerment prepared it more rational. Gandhi encourages parallel views exhorting women to understand their might and endeavor as a collectivity for social revolution. Though numerous Gandhian thoughts connecting to woman’s economic and political participation are not women-friendly, yet his concepts of self-esteem, self-realization, selfless service as a collectivity are the keys to justice for all human beings irrespective of their being men or women, which is the sine qua non of excellent governance.

The materialization of women entrepreneurs and their contribution to the national economy is quite noticeable in India. The number of women entrepreneurs has full-fledged over a period of time, especially in the 1990s. Women entrepreneurs necessitated to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating a sizable employment for others and setting the trend for other women entrepreneurs in the organized sector. Women entrepreneurs have established their talent, the fact remains that they are competent of supporting much more than what women already are. In order to yoke their might and for their sustained augmentation and expansion, it is indispensable to originate suitable strategies for stimulating and supporting their hard work in this direction. Such a strategy needs to be in congruence with ground authenticity.
and should especially take cognizance of the tribulations women entrepreneurs face within the current system\textsuperscript{5}.

It is significant to note down that in many cultures, the responsibility of women to formulate and preserve the homely affairs like task of fetching water, cooking and bearing children were considered as an important social function. Since the twist of the century, the circumstance of women in India has been changing due to mounting industrialization, urbanization, spatial mobility and social legislation. With the spread of education and awareness, women have shifted from kitchen to higher level of professional activities\textsuperscript{6}. Now-a-days woman play a fundamental responsibility as income earner. It also changes their individuality and living standards. In the sophisticated countries of the planet there is a phenomenal augment in the number of self-employed women. Women won 25 percent of all business In USA and in Canada $\frac{1}{3}$rd of small business are owned by women and in France, it is $\frac{1}{5}$. In UK the figure of self-employed woman has augmented three fold as fast as the number of self-employed men. In India the self-employed women report for only 5.2\% of the self-employment personnel in the country. Greater parts of women are engaged in the recognized sector like agriculture, handicrafts and cottage supported industries\textsuperscript{7}.

1.2 Statement of the Problem

Women constitute half of the human population on the globe. It is the contractual obligation of the democratic state to promote and strengthen woman’s studies through teaching, research, extension, information dissemination and advocacy. In this connection modern governments have carried out the work not only in the above areas but also in the areas of gender equity, economic and self reliance, education, woman’s rights and awareness activities. In this connection non-governmental organizations have undertaken various developmental projects and have generated a wide assortment of
resource materials for developing women in the society. A study about woman is multidisciplinary in approach and has a close association, both within and outside the university system\textsuperscript{8}.

Women by and large, have confined themselves to personal petty business and tiny cottage industries. Although countless women want to come out of their veils, women still do not find it either potential or desirable for total involvement in entrepreneurial activities. In India, matrimony is the only profession for the majority women. Even professionally, they have restricted their activities to such areas as teaching, office work, nursing and medicine. It is intermittent that they enter professions like engineering and business. In fact men and women were partners in all the economic activities. There is a saying that, “Behind every successful man there is a woman”. The spread of education and values on the one hand and movement for national freedom on the other created awareness about the requirement for amplified involvement of women in the business. Mahatma Gandhi was in the frontage position in championing the ground-work of women and about their right to equal opportunity along with men in every bubble of nation’s life\textsuperscript{9}. In India there are one billion and twenty-seven million people, of which fifty percent are women. India has the largest figure of children and women which is more than the total population of the United States of America, United Kingdom, Japan, Russia and Canada\textsuperscript{10}.

Therefore, it is exceptionally noticeable that, concern for women and children would be very high on the priority list of the country’s developmental agenda. The need of the hour is economic independence of women. Their participation in remunerative work in the recognized and non-formal labour market has augmented significantly during the past decade. Woman’s income is very necessary to households of all types in the wake of globalization and changing economic scenario. In India, as experimental confirmation demonstrates that the women contribute extensively to run family businesses, which fallout in unpaid endeavor and dexterity. The value of this effort is
underestimated both by the families that take it for granted and in academic studies. On the other hand, women are running many of the enterprises and men control operations and the decision-making.\textsuperscript{11}

Analysts move up a number of legitimate questions on the contribution of women in entrepreneurial actions. Numerous analysts have questioned the reality of data itself supplied by the government. There has been a reasonable uncertainty that the number of women in business is extremely less than the claims of the registered agencies. A valid assessment of the success rate of women entrepreneurs is still a big question mark\textsuperscript{12}. The present study is taken up for the purpose of addressing the questions raised above and similar other related questions on women entrepreneurs. The study has been carried out in Mysore district of Karnataka, one of the leading districts in Karnataka in terms of contributions of women in economic development.

1.3 Conceptual Issues

Some concepts used in this study are spelt out here below;

1.3.1 Concept of Entrepreneur

An entrepreneur is a person who has ownership over an innovative enterprise or venture and assumes full accountability for the inherent risks and the outcome. The term is a loanword from French and was first defined by the Irish economist Richard Cantillon. Entrepreneur is often synonymous with organizer. Most commonly, the term entrepreneur applies to someone who creates value by offering a product or service. A female entrepreneur is also known as entrepreneurs. Entrepreneurs often have strong beliefs about a market opportunity and organize their resources effectively to accomplish an outcome that changes existing interactions.
1.3.2 Definition of an Entrepreneur

The term ‘entrepreneur’ has been defined in a variety of ways, as it is an indefinable concept that cannot be defined precisely. Still a few important and relevant definitions of the term are given below:

1. The American Heritage Dictionary defines an entrepreneur as, “A person may be men or women who operates and assumes the risk for a business venture”.

2. The Oxford English Dictionary defines entrepreneur as, “A human being (men or a woman) who undertakes an enterprise, especially a contractor acting as intermediary between capital and labour”.

3. The new Encyclopaedia Britannica considers an entrepreneur as, “An individual (men or a woman) who bears the risk of operating a business in the face of uncertainty about the future conditions”.

4. Richard Cantillon was the first man who introduced the term ‘entrepreneur’ and his unique risk-bearing function in economics in the early 18th century. He defined entrepreneur as, “the any agent who buys factors of production at certain prices in order to join them into a product with a view to selling it at vague prices in future”.

5. Jules Bachman mentions that “Basically, the Entrepreneur sees a need and then brings together the manpower, material and capital required to meet that need”.

6. Joseph A. Schumpeter gives two different views of the term Entrepreneur. He defines the term when used in an advanced economy as, “An individual who introduces something new in the economy- a method of production not yet tested by experience in the branch of manufacture concerned, a product with which consumers are not yet familiar, a new source of raw material or of
new markets and the like”. He further states that the Entrepreneur’s function is to, “Reform or revolutionize the pattern of production by exploiting an invention or more generally and untried technological possibility for producing a new commodity”.

7. Peter F. Drucker, the management ‘guru’, states that an Entrepreneur is “One who always searches for change, responds to it and exploits it as an opportunity. Innovation is the specific tool of entrepreneurs, the means by which they exploit changes as an opportunity for a different business or a different service. It is capable of being presented as a discipline, capable of being learned and practiced. Entrepreneurs need to search purposefully for the sources of innovation, the changes and their symptoms that indicate opportunities for successful innovation. They need to know and to apply the principles of successful innovation”. In the case of developing economy like India, an Entrepreneur is one who starts an industry (old or new), undertakes risks, bears uncertainties and also performs the managerial functions of decision making and coordination”.

8. Knight F. H. described Entrepreneur to be a specialised group of persons who bears uncertainty. He defines Entrepreneur as “An economic functionary who undertakes such liability of uncertainty which by its very nature cannot be insured or capitalised or salaried too”.

9. As per Jean-Baptiste Say (French Economist and Businessman) Entrepreneur is “One who combines the land of one, the labour of another and the capital of yet one other, and, thus produces a product. By selling the product, he pays interest on capital, rent on land and wages to labourers and what remains is his/her profit”.

10. Francis A. Walker looks Entrepreneur as “One who is endowed
with more than average capacities in the task organising and coordinating the factors of production i.e., land, labour, capital and enterprise. Entrepreneur is a pioneer, a leader and a captain of the firm. Hence, profit the entrepreneur gets is depends upon his/her efficiency and better-quality talent”.

Summing up the above definitions, the commonest definition of entrepreneur could be “A person, who organises, manages and takes the risk of running a business or enterprise. He perceives a need and gathers together the necessary inputs like manpower, materials and capital to satisfy that need”. Thus, capitalist is an originator, organiser and risk-bearer of a new business venture or brings in novel changes in an existing business and handles economic doubts involved in an enterprise.

1.3.3 Definition of Woman Entrepreneur

Woman Entrepreneur as a person who habitually generates and innovates to build something of recognized value around prearranged opportunities. The word “Innovate” can be traced all the way back to 1440. It comes from the middle French word innovation. It means renewal or new way of doing things. Exactly what innovations actually happened in 1440 (Rounder oxcart wheels?) is anybody’s guess. It is likely they improved the quality of life for more than a few people, whatever they were. These days the innovations thing is something of no brainier. Indeed it seems that any company worth its low salt- lunch has identified innovation as core competency worth developing, who in their right mind (or is it right brain?) can deny the value on improving things? Isn’t this what human beings-those grand inventors of the microchip and the chocolate chip –are supposed to do?13

Women Entrepreneurs may be defined as the women or a group of women who commence, systematize and activate a business enterprise. Government of India has defined women Entrepreneurs as an enterprise owned
and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. Like a male entrepreneur a woman entrepreneur has numerous functions. They should investigate the prospects of starting new enterprise; undertake risks, introduction of new innovations, co-ordination administration and control of business and providing efficient leadership in the entire aspects of commerce.\textsuperscript{14}

1.3.4 What is Entrepreneurship?

In the historical past Indian communities consists of four main castes viz., the Brahmins, the Kshyatriyas, the Vaishyas and the Sudras. The caste groups were rigidly separated on a functional basis. The Brahmins were the learned men assisting the Kshyatriyas (rulers) in administration and the Sudras were involved in agricultural occupation. The Vaishyas communities were engaged in trade and commerce and industrial productive activities.\textsuperscript{16} India has seen the entrepreneurs evolve in different roles over the last 60 years. The modern Entrepreneur is wealth creator, communicator, entertainer etc. The third millennium rightly belongs to Indian entrepreneurs. The government framed various industrial policies to promote, assist and develop industries in the national interest. Since the Third Five Year Plan, the government started to provide various incentives and concessions in the form of capital, technical knowhow, markets and land to the potential entrepreneur to establish industries in the industrially potential areas to remove regional imbalances in development. The Entrepreneur buys factor services at ‘certain’ prices with a view to sell their products at ‘uncertain’ prices in the future. It is very important to emphasize that; even vegetable vendors, grocers and shopkeepers are entrepreneurs.”\textsuperscript{15} If we subscribe to this theory there could be no scarcity of entrepreneurs in India or elsewhere. The family entrepreneurship units like
Tata, Birla, Mafatlal, Dalmia, Kirloskar and others grew beyond the normally expected size and also established new frontiers in business in this period.

In India no separate definition of small and medium enterprises exists and as such there is no specific definition of Small and Medium Enterprises [SMEs] administratively, in the Indian context, the industry universe is divided into three major segments. The following diagram brings out the different forms of entrepreneurship in India. Entrepreneurship can be defined in a variety of ways.

This particular study emphasizes on the three types of entrepreneurship such as individual, micro and small and large markets where the functioning of entrepreneurship matters. Similarly entrepreneurs based on the product, process and the programme are selling the product by purchasing from the middlemen. Process based entrepreneurship is based on the process of converting the raw material to the finished goods. The programme based entrepreneurship is based on service provided to entrepreneurs such as schools and training units. A unit is treated as a tiny enterprise where the investment in plant and machinery does not exceed Rs. 2.5 million (Rs. 25 Lakhs) irrespective of the location of the unit. Many shops, schools, parlors, Photostat and STD booths in your vicinity are all examples of tiny units. A woman Entrepreneur’s endeavor is termed as an SSI unit/industry-related service or business enterprise, managed by one or more women entrepreneurs in proprietary concerns, or in which she/they individually or jointly have a share capital of not less than 51 percent as partners/ shareholders/ directors of a private limited company /members of a cooperative society. Thus a clear distinction is made between corporate entrepreneurship and general entrepreneurship in its nature of business, structure and organizational framework. Even in the midst of all these differences the way of approach towards entrepreneurship is fundamentally same.
1.3.5 Growth of Women Entrepreneurs

In India, woman entry into the business is a new phenomenon. They were mainly confined to 3P’s, namely pickles, powder and pappad business. There are both push and pull factors which has engaged them into business. Their urge to start something independently, or the economic difficulties and responsibilities thrust upon them are the push and pull factors. With growing awareness about business and spread of education among women over the period women have shifted from 3 Ps to 3 Es such as engineering, electronics and energy. There are women who have proved their mettle in the field dominated by male counterparts. They are into readymade garment manufacturing, leather, engineering goods, food processing, bakery, handicraft, beauty product, electronics, assembling units, retail trade sector, management and consultancy firms, automobile dealing etc.\(^1\)

The growing awareness among women in India about the profitability of entrepreneurship is mainly due to the fact that the profile of Indian woman has undergone perceptible change in the post independence period. Despite noticeable increase in the number of women entrepreneurs, the progress is slow. She is been added with household chores and domestic responsibilities and still do not find it either possible or desirable for total involvement in entrepreneurial activities.

1.3.6 Women Entrepreneurship Education

Women entrepreneurship education provides the potential entrepreneurs with the knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings. What makes women entrepreneurship education distinctive is its focus on realization of opportunity where management education is focused on the best way to operate existing hierarchies. Both approaches share an interest in achieving “Profit” in some form of opportunities can be realized in several ways. The most popular one is through opening a new
organization through the starting of a new business. Another approach is to promote innovation or introduce new products or services or markets in existing firms. This approach is called corporate women entrepreneurship\(^{18}\). Promoting a healthier entrepreneurial education, training and environment is important as it help aiding individuals, in that the local community, encouragement and support to individual efforts, thus increasing their chances for success. The content of training, analysis of potential entrepreneurs and the expertise of trainers play an important role in the success of women entrepreneurship training. High quality training interventions are earmarked by reduced failure rates and increased profits. A recent approach involves creating charitable organizations which are designed to be self-supporting in addition to doing their good works. This is usually called social entrepreneurship\(^{19}\). The major benefit of women entrepreneurship education is that it decreases the chances of failure by stressing a consistent and proven set of practices. The principal objective of the entrepreneur development program is to train the entrepreneurs to become capable of developing and managing the new technology based ventures.

Today, the women entrepreneurship education gained its own importance as the people realized that it is one of the key tools which reduces the unemployment and provides the knowledge to face the challenged environment in the contemporary business. States can effectively utilize entrepreneurial training programs to reduce the plight of the chronically unemployed and create jobs and new wealth at the same time. Now, the state and central governments have established various training centers which impart the entrepreneur education to the people at all the levels like taluks, towns, district headquarters and metropolitan cities\(^{20}\). The women entrepreneurs are much focused due weightage to them through a variety of state and bank schemes.
1.3.7 Male Dominated Society and Women Entrepreneur

For almost all Indians, family life is the most important social unit. Almost everyone is expected to get married and divorce is very rare. Marriages are usually arranged but “Love marriages” are becoming more common. Within families there is a clear order of gender, age and the number of male children. The eldest male is looked upon as the head of the household. Males have a higher status than females in the family. Boys are more admired and better taken care of than the girls. What is this male-dominated society where not a single man thinks so?

For centuries, men are fulfilling the obligation of protecting and providing for his family, which predominantly includes his dear wife. It has been taught to all men since childhood that Gandhiji had to live his life for his family and not for himself. Repeatedly, all his sacrifice to keep his family happy has never been recognized or appreciated by the society for the basic fact that it is his inherent obligation, a liability that he has to comply for being a male gender in the country like India. He slogs all day only to see his family’s wishes come true and he never gets disappointed when the woman of the family takes all the credit of a happy family. Male gender in the family is first and foremost about tasks and he has never dissatisfied anybody for his bravery and flexibility. He cheerfully fulfills the economic requirements of his relations even when he is in immense soreness. Millions of men have worked in some of the most inhospitable locality and position, done the most hazardous jobs, slogged under the scorching sun, never grumbled when he slept unfilled stomach; he is the epitome of responsibility and audacity. Indian civilization has never been a male-dominated society, because men have always subsisted with his life for the protection of women in the society even at the moment. Politicians for vote-banks and feministic media have encouraged this negative development. Politicians believe that as long as they are getting the vote-bank and remain in power, the common man’s suffering should remain unnoticed.
By sensitizing the society toward women, they are forcing the society to be insensitive toward men and this can be clearly seen in the way law and order treats men. The truth is that women were never the weaker gender. It was the religious obligation of men to protect women for which he has been awarded highest heaven. Men are expected to protect women; women have been also trying to protect other women.

1.4 Objectives of the Study

The present study entitled “Mahatma Gandhiji’s Perspective on the Development of Rural Women through Entrepreneurship — With Special Reference to Mysore District” is mainly based on the following objectives:

- To examine the participation of women in business sector
- To study the Gandhian perspective of development of rural women
- To analyze the factors that help women to become entrepreneurs and impact of entrepreneurship on the development of women
- To highlight the obstacles and problems faced by women entrepreneurs
- To analyze the policy framework supporting women entrepreneurship
- To estimate the rate of success of women entrepreneurs in Mysore district
- To evaluate the Gandhian perspective of empowering women through entrepreneurship in rural areas and present status of women entrepreneurs

1.5 Hypotheses of the Study

The following hypotheses have been framed for this study

1. Rural Women entrepreneurship approach builds the capacity of individuals, households and micro-enterprises to manage risks by
increase in savings and its utilization, increase in employment
generation etc., as envisaged by Gandhi.

2. Women entrepreneurship contributes to increase in production level
and reduction in the incidence and severity of poverty among clients
through improvements in household income.

3. Women entrepreneurship in the rural area is an effective strategy for
extending financial services to the poor and other disadvantaged
groups not reached by formal sector finance, in terms of transactions
and communications.

1.6 Methodology of the Study

The study is based on both primary and secondary source of data. The
primary data has been collected from the fieldwork in Mysore district. A
structured questionnaire has been used as an instrument to collect the data. The
data collected has been classified based on homogeneous factors and tabulated
to enable it for statistical analysis. The secondary data has been collected form
different journals, annual reports and documents of the DIC Mysore and
Women Development Corporation Bangalore.

1.7 Sample Size and Selection

The samples are selected by giving due weightage to the beneficiaries of
the various women entrepreneurship and management development institutes as
well as untrained entrepreneurs. For this study 300 respondents have been
selected from women entrepreneurs on simple random sampling basis.
Statistically, it is desired to have the standard error not more than 10 % and 90
% of confidence level is considered to determine the sample size. The sample
size for the survey is determined for means and proportions as indicated below.

\[ N = \frac{Z^2 \cdot \pi (1- \pi)}{E^2} \]

Where, \( N \) = Sample size to be determined, \( \pi \) = the
proportion of sample taken, \( Z = \) the confidence coefficient (1.64 for 90 \% poise level) \( E=\)error.

Accordingly, \( N = Z^2 \left[ \pi (1- \pi) \right] / E^2 = (1.96)^2 \left[ 0.64 \times 1-0.64 \right] / [0.05]^2 \)
\[= 3.8416 \times 0.2304 / 0.025 = 354.01856 = 300 \text{ persons.} \]
However, to make the computations easy the sample size is increased to 300. Steps involved in sample size determination for means and proportions are as follows:

<table>
<thead>
<tr>
<th>Specify the level of precision</th>
<th>Diff. = ( p-\hat{\pi} ). = 0.05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specify the level of confidence</td>
<td>CL=95%</td>
</tr>
<tr>
<td>Determine the ( z ) value associated with CL</td>
<td>( Z ) value is 1.96</td>
</tr>
<tr>
<td>Determine the standard deviation of population</td>
<td>( \Pi=0.64 )</td>
</tr>
<tr>
<td>Determine the sample size by using the formula for standard error.</td>
<td>( N = Z^2 \left[ \pi (1- \pi) \right] / E^2 )</td>
</tr>
</tbody>
</table>

1.8 Activities of Women Entrepreneurs

<table>
<thead>
<tr>
<th>Items</th>
<th>Nanjanagudu Taluk.</th>
<th>Mysore Taluk</th>
<th>Krishnarajanagara Taluk</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Beauty Parlors</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>2) Screen Printing</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>3) Fast Food</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>4) Papad</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>5) Agarbathi</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>6) Beedi Making</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>7) Tailoring</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>8) Milk Vendors</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>9) Vegetable Vendors</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>10) Flower Vendors</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100 = 300</strong></td>
</tr>
</tbody>
</table>
1.9 Scope of the Study

The study is concerned with the contributing factor for the economic development as women entrepreneurs are key players of the economy. The scope of the study is restricted to Mysore district only. The respondent’s opinions are considered as honest and unbiased. To get more homogeneous responses, the respondents whose age is between 20 and 40 years are considered.

1.10 Limitations of the Study

1. Due to time constraint sample size is restricted to 300.
2. Findings of study are based on the assumption that the respondents have disclosed correct information.
3. Some of the respondents would have had bias response.
4. The study is limited to Mysore district only.
5. Study is restricted to theoretical and practical aspects due to time constraint.

6. Though woman entrepreneur has been in practice for quite some time, now, industriousness is of recent origin and it lacks in universally approved academic base. Different professionals tried to define the term, on different ways. Until general definition is accepted, the operational framework is universally approved, a special approach of various reactionaries may continue.

7. Institutions have taken slow initiative to encourage women enforcement.

8. Information gathered relating to the experience in the field of women entrepreneurs and conclusions are based on the information collected.

9. Most of the women entrepreneurs have limited classroom training. On the other hand, on the job training growth programmes career planning, counseling and other methods must also be used for mounting the women.

10. Many women organizations have inadequate and inappropriate information and database. This is a serious threat on accuracy of information.

1.11 Chapter Scheme of the Study

The present study has been divided in to eight chapters. The chapter scheme of the study is as follows

Chapter – I Introduction

The first chapter is introductory in nature and spells out the objectives of the study, hypothesis and the methodology used in the study. This chapter serves as the foundation on the basis of which the other chapters of the study are developed. This chapter highlights about the introduction about the study as well as definition and meaning of women entrepreneurs. It also highlights
about the case study of successful women entrepreneurs in Mysore city different financial institutions to support women entrepreneurs and so on. It also deals with the examples of sample size with the help of chi-square method and other information which are to be discussed during the course of action.

Chapter – II : Theoretical Framework and Review of Literature

The second chapter represents the review of literature relating to women development programmes and finally acknowledged the research gaps based on the review of the previous studies.

Chapter – III : Mahatma Gandhiji’s Perspective on the Development of Rural Women

This chapter deals with the Mahatma Gandhiji’s perspective on the development of rural women. This chapter analyses the theoretical aspects of Gandhiji on the development of rural women.

Chapter – IV : Policy Framework Supporting Women Entrepreneurs in India

The chapter represents the policy framework for the women entrepreneurs in India including government policy on women, promotion of entrepreneurship by women, assistance to rural women, schemes for women empowerment and institutional support to women entrepreneurs.

Chapter – V : Women Entrepreneurship in Karnataka – An Overview

This chapter represents the women entrepreneurship development in Karnataka. An elaborated attempt has been made to analyse the various women development organizations like AWAKE, Women Development Corporation (WDC) etc. and an assortment of training and preparation institutions role has also been analyzed.
Chapter –VI : Profile of Women Entrepreneurs in Mysore District

This chapter presents the Profile of Women Entrepreneurs studied for the purpose of present study. This chapter also gives an account of the nature of business started by the respondents in Mysore district

Chapter – VII : Case Study Analysis

This chapter deals with the impact of entrepreneurship programme on economic empowerment of women. A detailed field study analysis has been presented in this chapter. Hence this chapter is considered as the core chapter of the present study. An attempt has been made in this chapter to measure the success of both the business and the women. Business status, profitability status, repayment of loans, income contributed to the family, market reach, problems encountered, personal problems and success factors etc.,

Chapter – VIII : Summary of the Findings and Policy Implications

This chapter sets out a summary of the findings and policy implications of the study. It also attempts to indicate the possible changes in the government schemes, which called for the fuller realization of the women entrepreneurship Programme.

References


