Chapter. II

REVIEW OF LITERATURE

2.1. Introduction:

Review of literature is an important step in research process. Review of literature refers to an extensive, exhaustive and systematic examination and publications relevant to the research. The significance of the review of literature shows that it provides a basis for future investigations, justifies the need for replication, throws light on the feasibility of the study, indicates constraints of data collection and helps to relate the findings of one study to another.

It has been emphasized by many researchers and scientists that review of literature can play a vital role in a research project and it is a critical summary of research on a topic of interest. It is generally prepared to put a research problem in context or to identify gaps and weakness in prior studies so as to justify a new investigation.

One of the simplest ways of economizing a research is to review and build upon the work already done by other research scholars. There are number of studies related to women artisans, women in handicrafts, women entrepreneurship, entrepreneurship in rural areas, economic empowerment of women, etc, but most of them have concentrated on limited areas of interest, such as women entrepreneurship or women in business. As such, the researcher was searched sociological abstracts, research journals, conference proceedings, books, etc and collected the relevant literature for the present study. All the studies are not significant enough to be enumerate, however, an effort has been made to review and highlight briefly the objectives and findings of the important studies relevant to the present work in the following paragraphs.
2.2. Review of Literature:

The collected literature is reviewed as under.

Maneja (2002) conducted a study on “Women, Weaving and the Web: An Analysis of Rural Indian Women’s Agency in attaining Economic Empowerment”. Women from the developing world face several constraints as they seek economic empowerment for themselves and their families. Around the globe, countless technology-driven initiatives are under way to support women's economic empowerment. In actual practice, however, externally formulated ideologies of empowerment do not always resonate with internally derived notions -- what appears to an outsider as compliance with patriarchal norms may actually be covert assertions of power among women. Development projects take place amidst a context of structural constraints (i.e. cultural norms and practices), but the same structures also allow women to assert their agency, whether overtly or covertly. As such, this thesis examines the manifestations of women’s agency through their technological engagement within a development project that aims to facilitate economic empowerment. The argument made here is that amidst these structures, the forms of agency women exhibit are varied and limited. Technology in development assistance often acts as an exogenous shock, a force from the outside that introduces new tools and social practices into a community. The introduction of technologies poses conflicting possibilities for women’s agency: either it replicates existing gender inequities, or it may transform them. Three cases involving women-based groups are analyzed for assertions of agency: women entrepreneurs in Cameroon, artisans in the Kyrgyz Republic, and weaving cooperatives in Himachal Pradesh, India. All three cases are supported by external donors and/or local governments, use existing local and new technologies to leverage empowerment, and are designed to effectuate empowerment for disadvantaged women on social and economic dimensions. A macro- level
analysis is used for the first two cases, and a micro-level analysis is utilized for the India case. Based on the evidence, the agency that women exhibited varied from merely effective (replicates existing practices that subordinate women) to transformatory (aims to change subordinate practices). An understanding of the complexity of women’s agency is crucial for development practice, because women’s capacity to exercise choice, as well as to act, is determined by their particular social and cultural systems. Women’s mobilizing for economic empowerment can benefit from its engagement with technologies, but, as the evidence showed, a minimum framework for capacity building needs to be set in place. Further, development interventions must work with women stakeholders to ensure that women’s opportunities to utilize technologies are not inhibited by cultural dictates on seclusion, restrictions on mobility, or the unequal division of labor within the household.

Ramakrishna Rao, et al (2004) published on “Marketing of Handicrafts: A Study of Consumer Behaviour” in ‘SEDME Journal’. Handicrafts represent the synthesis of the cultures of all communities of a country. The growth of handicrafts is an indication of the cultivation of sensitivity, and the stirring and mellowing of humanism. Handicrafts are essentially the products of old artistic skills embodying the creative imagination of a craftsman. Craftsmen produce two types of articles: decorative and decorative-cum-utility, thus the demand for them is two-fold. Articles of bamboo, straw, pottery, carpets, baskets, etc., come under the second category, while gems and jewellery, ivory, silver, etc., come under the first category. These articles are more elegant and decorative in nature as the artisans have to devote more time, creative ideas and efforts to serve the needs of affluent art lovers, who generally use them as gifts and decoratives. A sample survey was conducted in Andhra Pradesh and a sample of 30 buyers consisting of both males and females at each Lepakshi Emporium was selected. An interview schedule was designed and administered among the 180 sample respondents; which consisted of 48 females and 132 males. An attempt was made
in the study to identify the role of husband and wife in the family in each stage. As pointed out already there were 48 females and 132 males in the sample consisting of 92 employees and 40 business people. It is revealed that the relative role of husband and wife in the purchase of handicraft articles. As can been seen from the table, identification of the need to buy a handicraft article was more husband dominated (54.37 %) among employees while it was wife-dominated in the case of business people. However, in the case of females, it was also husband-dominated. Joint decision-making was found comparatively more among employees as far as need identification was concerned. The same phenomenon was observed in respect of budget decision also. As regards item selection, wife played an important role in all the three categories. Again joint decision in respect of item selection was found more among employee category only. Interestingly, deciding the time to purchase handicraft article was more a husband-dominated activity in the case of employee category, while it was more a wife-dominated.

Wilkinson-Weber (2004) published “Women, work and the imagination of craft in South Asia” in ‘Contemporary South Asia’. The conditions of production in women’s handicrafts are related in complex and contradictory ways to discourses about them. The semblance of tradition and authenticity that surrounds women’s craftwork masks the alienated production of handicraft commodities for the market. Indeed, commoditization and commercialization depend upon such constructions, just as home-based labour and hand-power, while fully consistent with capitalization processes; tend to strengthen assertions about the survival of traditional practices in handicraft production. This paper focuses initially on the chikan embroidery production of Lucknow, India. Widely portrayed as a leisure-time activity, embroidery production employs poor, Muslim women workers on piece rates. The embroiderers’ distinctiveness is used to shore up primarily urban, middle-class ideals about tradition and heritage that are necessary in order to create demand for handicraft products. Similar discrepancies between what is written about crafts and what it means to make them appear in
other women’s handicrafts in India. While women are heavily involved in handicraft production, their contribution is often masked by discourses that tend either to ignore or marginalize them, or portray their work as use-value production. Overall, there is very little critical analysis of women’s handicrafts. While development projects involving handicrafts have been favoured by the state and non-governmental organizations as low-cost, low-risk interventions, their value is compromised by the persistence of exploitative forms of production.

**Budig (2006)** using data from the 1979 to 1998 waves of the National Longitudinal Survey of Youth, writes on “**Gender, Self-employment and Earnings: The Interlocking Structures of Family and Professional Status**” in ‘**Gender & Society**’. The author explores how gender, family, and class alter the impact of self-employment on earnings. Fixed-effect regression results show that while self-employment positively influences men’s earnings, not all women similarly benefit. Professionals receive the same self-employment earnings premium, regardless of gender. However, self-employment in non-professional occupations negatively affects women’s earnings, with wives and mothers incurring the greatest penalties. The high concentration of nonprofessional self-employed women in child care accounts for much of these penalties. Results are robust despite inclusion of controls for human capital and labor supply, job characteristics, occupational and industrial gender segregation, and demographic characteristics. The compensating differentials argument, that women with greater family responsibilities trade earnings for the family-friendly aspects of self-employment, is discussed in light of these findings. While this argument may explain women’s returns to nonprofessional self-employment, it is less persuasive for interpreting women’s returns to professional self-employment.

**Kiranjot Sidhu and Sukhjeet Kaur (2006)** published on “**Development of Entrepreneurship among Rural Women**” in ‘**Journal of Social Sciences**’. Entrepreneurship is the only solution to the growing employment among rural youth. It helps to generate employment for number of people within their own
social system. This is more beneficial for women in rural areas as it enable them to add to the family income while taking care of their farm, home and livestock centered tasks. Rural women possess abundant resources to take up an enterprise. She has the benefit of easy availability of farm and livestock based raw material and other resources. Hence she can effectively undertake both production and processing oriented enterprises. But to be a successful entrepreneur, women should process certain fundamental qualities beside the support of the family and government organizations. Entrepreneurial development among rural women helps to enhance their person capabilities but also decision making status in the family and society as a whole.

Pooja Nayyar, et al (2007) published on “Causes and Constraints Faced by Women Entrepreneurs in Entrepreneurial Process” in ‘Journal of Social Sciences’. Entrepreneurship is the core of economic development. It is a multi-dimensional task and essentially a creative activity. Entrepreneur is key factor of entrepreneurship. Women entrepreneurship is a recent phenomenon and in the process have to face various problems. Therefore, this study was conducted on hundred women entrepreneurs selected through random and snowball sampling technique from four zones of Himachal Pradesh. Nursing homes, boutiques, handloom units, beauty parlours carpet making units and general stores were the enterprises selected for study. The objectives of the endeavour were to ascertain the financial, marketing and production constraints faced by women in their enterprises; assessment of their health status, work place facilities and to develop guidelines for becoming a successful entrepreneur. Poor location of unit, tough competition from larger and established units, lack of transport facility, lack of rest and sleep and non-availability of raw material were the significant problems faced by entrepreneurs. The factors causable to these problems were; difficulty in affording own vehicle, not being popular, heavy schedule of work and long working hours. Common entrepreneurial problems can be dealt by formulating self-help mutually aided groups. Support mechanism such as institutional credit
need to be strengthened to keep entrepreneurs aware about loaning schemes/credit facilities for further expansion.

Pradeep Kumar Jena (2007) published “Orissan Handicrafts in the Age of Globalization: Challenges and Opportunities” in ‘Orissa Review’. In Orissa during 1998-99, the total procurement and sale of handicrafts and art-textile products through government sources was to the tune of Rs.289.05 and Rs.526.97 lakh respectively. During 1998-99, handicrafts and art-textile goods worth Rs.28.76 lakh were exported to countries like Germany, Australia and France. However the total export of Orissan handicrafts during the year 1998-99 was only Rs.63.60 lakh. This is at a time when the all India export figures of handicrafts were worth Rs.58.40 Crore. Interestingly, according to latest data, the number of Crafts persons engaged only in Applique sector in Orissa stands at 6,444 and the annual production in this sector stands at approximately Rs. 280 lakh. In the present globalized and financial liberalized market, owing to the popularization of machine based low cost and superior quality consumer goods, the Indian handicraft industry in general and Orissan craft industry in particular is facing enormous problems. As there has been the evolution of the modern market system economy, the artisans have lost their holds over the old patron-client market network and jajmani relationship. In the globalization times, though with their products going global and increasing demand for it, there is a rise in the handicraft sector economy, still ‘the artisans have become increasingly dependent on middle men like petty merchant capitalists who pay the artisans in wage on piece rate bases’. The government’s initiative to create cooperatives has not become much successful. A report says there are over 25lakh crafts persons in India, based mostly in the villages who are not used to interaction with buyers and don’t have the necessary skills to safeguard their own interests. Illiteracy often makes them more vulnerable. Another problem is that the village craftsmen in our society remain concerned that with free trade, mass production, embroidery from other parts of the world will out price the products of their hard labour. Although
globalization has so far served the handicrafts sector well, there is no denial that some of these products will come under attack and India will not be able to ward that off. Another problem is in Orissa, it is observed that the production matrix of the handicrafts is structured in such a manner that the crafts persons notwithstanding their superb skill and artisanship always remain at the receiving end. In contrast the trader entrepreneurs or merchant capitalists and the middle men by virtue of their control over the marketing of the craft-goods occupy the top position of the production ladder. The illiterate artists failing to deal with the modern market system take the help of these middle men who pocket the actual surplus. As a result the artisans gradually become poorer though their products become highly demanding in both home and international markets. It has compelled the poor artists of the state who constitute the third largest in the country to shift to and adopt a more viable occupation.

Nagar (2008) published a book entitled “Women and Employment”. With increasing globalization, industrialization and urbanization inevitable in the country it then become necessary to give due recognition to women’s participation in the employment process and encourage them to undertake more work. Employment is a key development index to gauge women’s empowerment in the country and such should be given the necessary impetus to grow. The book is repository of statistics and facts on the employment scenario of Indian women, but is a well conceptualized manual which brings under cover the challenges and issues which surround employment of women within the workforce, the changing logistics of workplace, the changing logistics of workplace itself and the future of women within the country’s working masses. It takes into account the fact that women till men have occupied a marginal position in society and greater inclusion within the workforce would undoubtedly bring in a platform from where women could address their problems better. The book covers different kinds of employment, in which women are actively involved. They include informal sector, agriculture, science, technology, information technology, etc.
USAID (2008) published a report entitled “Global Market Assessment for Handicrafts”. Handicraft production is a major form of employment in many developing countries and often a significant part of the export economy. With increased globalization, however, products are becoming more and more commoditized, with artisan producers facing increased competition from producers all over the world, particularly in China and other Asian countries. The home accessory market, often used to estimate the demand for handcrafted goods, is strongly influenced by fashion, consumer purchasing patterns, and economic conditions in end markets. Keeping up with frequently changing market trends presents a major challenge for handicraft exporters, and many observers fear that the advance of globalization has intensified this challenge and the precarious nature of work and existence in artisan communities everywhere. However, globalization combined with growing markets for home accessories—especially in the United States, Canada, and Europe—also creates many new opportunities. In particular, the demand for “cultural goods” is projected to grow with rising international tourism and an increasing focus on interior decoration, and as a reaction (notably in upscale markets) to the homogenization of mass-produced products. Naturally, new opportunities bring new challenges: handicraft producers must be more responsive in adapting designs to buyer requirements, provide timely production and delivery, and improve quality and efficiency in view of increased price competition and consumer expectations.

Bula Sirika (2008) published “Socio-economic Status of Handicrafts Women Among Macca Oromo of West Wallaga, Southwest Ethiopia” in ‘Ethiopian Journal of Education and Science’. The artisan women, who belong to social class known as ogeyyii, meaning expert, play a vital role in socio-economic life of community of West Wallaga. They are producers of implements/utensils which the broad base of the society is putting to use in its day–to-day indoor and outdoor chores. Equally, their role in sustainable development
through diversifying livelihood options is of special concern. On the contrary however, the artisan women who had better socio-economic status in the society are currently under destitute socio-economic situation. Their economic status is adversely affected by factors that are challenging progress of the indigenous technology by disrupting artisans’ rural market. Though much remains to be done in this regards, in this research which focus on socio-economic history of artisan women, the major socio-economic challenges of artisans are identified and also appropriate measures to be taken for mitigating them are forwarded.

Goswami and Nandi (2008) published on “Presentation: Naming The Unnamed: Intellectual Property Rights of Women Artists from India” in ‘Journal of Gender, Social Policy and the Law’. The international intellectual property regime in place today reflects a purely Western understanding of authorship and ownership of intellectual property, valuing individual rights above collective or group rights. It is based entirely on Anglo-Saxon principles, consequently seeking to ensure economic interests at the cost of cultural interests. Domestic legislations based on this system are similarly ill-equipped at ensuring the protection of TCEs within the national framework. In the Indian context, the Copyright Act of 1957 is conceptually inadequate to secure the intellectual property rights of traditional communities that are repositories of folklore, and is failing miserably in protecting these communities from daily expropriation of their cultural and intellectual property. Guaranteeing economic and social rights for women is crucial to the survival of traditional artisan communities and the folkloric works they develop and maintain. Further, it is important to make the linkages between the intellectual property rights of authorship and recognition of TCEs specifically created and sustained by women and the economic benefits that could accrue to women through such recognition. As has emerged clearly from this paper, neither the intellectual property regime nor the human rights discourse can, in isolation, provide a tailor-made solution to prevent exploitation of traditional communities. The intellectual property regime in its present form
entirely excludes the human rights paradigm, while the human rights discourse, in turn, remains male-centric, thereby failing to protect the interests of women within indigenous communities. It is essential, therefore, to develop an intellectual property regime that incorporates a gendered human rights discourse to ensure the economic and social empowerment of women in such communities.

Joona and Wadensjo (2008) writes on “A Gender Perspective on Self-employment Entry and Performance of Self-employed” and have discussed that research on self-employment has increased during recent years and particular attention has been paid to self-employment dynamics and the factors influencing entry and exit rates from self-employment. Using a large panel data set for Sweden, this paper investigates variations in recruitment to self-employment and in self-employment performance by gender and by employment status prior to entering self-employment. As performance measures the authors use income from self-employment, number of employees, exit rates and destination after self-employment. The study finds that the probability of becoming self-employed is highest among men who are economically inactive and lowest among women who are wage-earners. Analyzing self-employment performance, we find that men have higher incomes than women. Self-employed women more often than self-employed men have employees. For both men and women those who enter from unemployment or inactivity are less successful in terms of income and the probability of having employees than those who enter from paid employment. When exits are divided into paid employment and other employment status, it is found that those who entered from unemployment or inactivity face a higher risk of returning to one of these states.

and carpets, which are the outputs of handicrafts in India. The author discussed on the problems faced by handicrafts and also suggested measures to solve the problems of people engaged in handicrafts.

A paper “Alleviating Drudgery of Indian Farm Women Through Technology Interventions in Animal Husbandry” written by Suman Singh, et al (2008) published in ‘Journal of Rural Development’, revealed that drudgery is generally conceived as physical and mental strain, agony, fatigue, monotony and hardship experienced by human being resulting in decline in living and working conditions affecting men and women alike. The plight of the Indian farm women in this regard is alarming as they are constrained by illiteracy, poor health, low technical know how and skills. Animal husbandry is the domain of farm women as they account for 20 million against 1.5 million men. A study was carried out in the selected areas of Udaipur district in Rajasthan, India to find out the most drudgery-prone tasks in animal husbandry and health hazards associated with it. It was elicited that most drudgery-prone activities experienced by farm women in animal husbandry were cleaning the cattleshed, cutting and collecting fodder from field, feeding of animals, cleaning of cattle, milking, chaffing fodder and preparing dung cakes to use as fuel. Most of the health hazards like zoonotic infections, fatigue, injuries/ infections in hand or palms, body ache and skin problems were experienced by farm women while carrying out different activities of animal husbandry. Since all these operations were done manually, the efficiency of women was low along with considerable physical and mental fatigue and health problems. A couple of low cost, easy to operate tools and technologies were promoted among farm women which were rake, shovel, wheel barrow, sickle, milking stool and chaff cutter. The physiological cost of work on ergonomic parameters indicated that physiological cost of work in terms of heart rate and energy expenditure did not exceed acceptable limits with use of improved technologies while increased output considerably. The musculo-skeletal disorders also reduced in intensity. Thus, promotion of improved technologies in animal
husbandry reduced drudgery and improved health, efficiency and safety of the women workers.

Singh and Singh (2009) write a book “Rural Women Workforce”. The book covered the status of women in different parts of the country. The socio-economic conditions of working women were revealed by giving statistics of Human Development Index. The authors covered the policies and programmes for the women development including the safety and security measures given by Indian Constitution for women.

Kalpana Hiralal (2010) writes on “The “Invisible” Workers of the Informal Economy – A Case Study of Home-based Workers in Kwazulu/Natal, South Africa” in ‘Journal of Social Sciences’. The paper provides a gendered perspective of informal work in Kwazulu/Natal (KZN), South Africa. It examines women’s agency in informal work with particular reference to home-based work. In South Africa, informal work is an important source of income for many poverty-stricken and unemployed individuals, most notably women. Yet the nature of informal work undertaken varies. This paper profiles the lives of home-based workers and the challenges they confront in the labour market. It argues that home-based work is common and is a survivalist economic activity. Moreover the term “home-based” is problematic, given the fluidity of the concept as there are variation in the nature, form and content of the work undertaken. By examining the lives of home-based workers this paper attempts to illuminate the “hidden” or “invisible” women. This paper seeks to contribute to the limited information on this marginalized group in KZN and their role and contribution within the informal economy.

world, has become one of the most hotly-debated topics and key area of research among the policy makers, statesmen, corporate, politicians and academia respectively over the past few years. As India opens up her doors to the multinationals during the era of economic reform and liberalized market, putting an end to the ‘license raj’, it is not only the economies that often meet in the global market sphere, but also the people and cultures, which bring a new dimension to the multi-cultural setting. What we can see in present day modern world is that there is always a cross-cultural interaction between the ‘local’ and ‘global’ and the much discussed ‘global village’, is now not just a possibility but a reality despite many contradictions. Talking about Indian Handicrafts, which constitutes a significant segment of the decentralized sector of the economy, its export has reached at a commendable height. Indian folk art and crafts which are the integral parts of the Indian culture and tradition, are in high demand among the western consumers. Again, foreign fashion industry borrows a great deal from Indian appliquéd motifs Saree designs, an ethnic Indian wear. Needless to say, the borders between the world cultures are now eroding out and becoming irrelevant, therefore prompting to call it as a de-territorialized world. But notwithstanding, the real concern for many of us is that, can the ‘local’ really meet with the ‘global’ by truly sustaining its localness? The biggest problem in the Indian Handicraft industry is that the village craftsmen remain concerned that with free trade and mass production, hand-made products from other parts of the world will out price the products of their hard labour. So the basic question arises, is globalization a panacea for every human problems that the mother earth is facing now? With a brief theoretical understanding, this paper looks at globalization’s increasing impact on Indian handicrafts and crafts persons. It tries to assess how far globalization serves as an opportunity and threat to the artisans. The role of the government in promoting the crafts and protecting the artists is also discussed.

leather industry is a traditional industry. Kolhapuri is a traditional chappal manufactured through a manual process. This is a case study of the manner in which the design process, manufacturing process and marketing was reengineered using ICT interventions. Use of ICT helped this industry to reposition itself. The main reason for the early adoption and rapid diffusion of the new technology has been the systematic training carried out by Central Leather Research Institute for imparting skills in the local craftsman using two people from the same community. The income of craftsman increased considerably after the adoption of ICT for designing and market access. The change process was navigated and implemented in an evolutionary manner. This helped the change process to occur rapidly.

The Crafts Council of India (CCI) (2011) undertook ‘Craft Economics and Impact Study (CEIS)’ to address the crisis of unawareness and misunderstanding that faces the handicraft sector, the largest source of Indian employment after agriculture. The objective of this effort is to suggest a methodology that can provide authorities with a robust and reliable data-base for a sector that some estimates place at involving 200 million persons. Such a foundation for knowledge and action is missing today. As a consequence, India’s artisans are in acute distress, despite the sector’s remarkable growth. Things cannot change unless accurate data is available to inform better decisions and plans to lift the future of the sector, and of all those who work in it. The Craft Economics and Impact Study (CEIS) attempts preliminary enquiries in this direction. Initial work on the Study had to factor in several aspects and challenges in entering a field which has remained relatively untouched as an area of economic research and inquiry. Despite these influences and the constraints of experience and resources, CCI believes that this Study can now lead the way to a methodology and a national study by the Government of India that can help transform the sector as well as the economy of which it is a part. Findings have included the importance of crafts to social and political stability, the major role of
women suggesting a level of almost 50% and higher in key craft processes, strong hereditary patterns as well as new mobility, considerable dynamism in adapting to change, and changing patterns of remuneration (despite the dominance of piece-rate payment), entrepreneurship and skill within craft communities. The Study has also revealed various levels or grades of skills and roles within the sector, a key issue little understood outside the artisan community. Opportunities within the phenomenal rise of the retail industry include the growing consumer demand for green production, expanding tourism (domestic as well as foreign visitors), growth in fashion and luxury markets, the potential of e-commerce and increasing space for cultural goods in markets at home as well as overseas. The global market for handicrafts is estimated at USD400B, of which India’s shares is below 2%. Artisans are now located at the bottom end of the value chain, facing a multiplicity of challenges. These include a clash of value orientations which can often be disruptive and debilitating for artisans suddenly transported into modern markets.

Onyenechere (2011) published on “Spatial distribution of women informal economic activities in the rural areas of Imo State, Nigeria” in ‘Journal of Geography and Regional Planning’. Utilizing a feminist perspective, the paper examines the spatial distribution of informal economic activities engaged in by women in the rural areas of Imo state and ascertains if there is spatial variation in the type of informal economic activities executed by these rural women. For the study, data were collected at household and institutional levels. Field observation and the focus group discussion method were used to further elicit information. The data collected were subjected to various methods of analytical techniques, such as analysis of variance and other simpler statistical methods. The findings of the research are as follows; 39.7% of the respondents are engaged in petty trading followed by farming (29.1%), 27.4% are found in food processing; the least percentage ratio of 3.8% is in crafts. Analysis of variance reveals that economic activities vary significantly among communities and local government areas in Imo state, Nigeria. This is because these areas do
not have the same natural endowments and do not all exist within the same ecological/geomorphologic zones though they are in the same state. Equally important is the fact that they are areas of high patriarchy. Some gender specific strategies to enhance the rural women’s informal economic activities in the study area and to address the observed variance/inequality were recommended.

Rama Ramswamy and Jyoti Kumar (2011) published on “Impact of Cluster on Entrepreneurship in Tribal Artisan Clusters: A Case Study of Thenzawl Handloom Cluster, Mizoram” in ‘SEDME Journal’. The present study attempts to examine the overarching relationship between cluster processes and entrepreneurship and the role played, if any, by the cluster on the endogenous entrepreneurial growth in the tribal artisan cluster of Thenzawl. Although there is no dearth of research studies on different facets of cluster development and cluster processes, relationship between clusters and entrepreneurship development in developing countries has been largely unexplored. This paper has probed the impact of cluster on the emergence of entrepreneurship from the point of view of the entrepreneurs. The study has attempted to understand whether clusters are fertile grounds for the emergence and development of entrepreneurship and how clusters have contributed to the development of entrepreneurship in tribal areas. The study has examined the impact of clusters on the emergence and augmentation of entrepreneurship. The idyllic town of Thenzawl is located in Serchhip district and has developed as a handloom cluster in Mizoram. It was observed during field study that most of the entrepreneurs were operating their looms in their homes. The houses of many small weavers were typically small with two rooms; one living room with the kitchen attached and a bedroom. The houses were mostly made from bamboo and built on stilts as the terrain is hilly. About one-third of the entrepreneurs had opined that they would prefer to run the same handloom business elsewhere under hypothetical situation. This speaks of their interest and commitment for weaving as an occupation. Sixteen entrepreneurs (16.49%) would rather opt to do a different business. Therefore, it is evident that the spirit of
entrepreneurship existed among about half of the sample entrepreneurs. However, 45 (46.39 %) of them were not sure about their second option, as they had indicated ‘can't say’. It appears that these entrepreneurs had opted to commence business in handloom mainly because of the existence of Thenzawl cluster. This inference is reinforced by the earlier finding where ‘securing cluster relationship with other units’ has received the highest ranking. It is evident that securing cluster relationship to derive positive synergies from linkages with other units in the cluster was the most dominant expectation of the entrepreneurs at the time of starting their enterprise. This analysis leads to the inference that cluster dynamics seems to be an important tool in stimulating entrepreneurship in Thenzawl handloom cluster, located in a remote tribal area. Therefore, it may be inferred that networking of firms in the cluster is an important advantage derived by the enterprises which, in turn, would create more number of enterprises in the cluster and, as a result, an agglomeration of firms.

Sengupta (2011) published on “Indian Handicraft and Handloom Workers”. Indian handicrafts, traditionally made by rural artisans, radiate a certain charm of their own that has been long admired the world over for the brilliant mix of colours and exquisite craftsmanship. Rural units, or cottage industries, account for 78.2 per cent of all handicrafts produced in the country. Embedded in India’s traditions and social history, they are the artistic expression of the makers, both women and men. About 77 per cent of the artisans are self-employed and the rest 23 per cent are wage earners.

Varshney (2011) published a paper on “Role of Women in Informal Sector” in ‘Economic Affairs’. The paper highlights the role of rural women in informal sector. Women’s empowerment is a sensitive issue in this paper which has a deeply patriarchal and feudal social milieu. The Indian constitution grants women equal rights with men, but strong patriarchal traditions persist, with women’s lives shaped by customs that are centuries old. In most Indian families, a
daughter is viewed as a liability, and she is conditioned to believe that she is inferior and subordinate to men. Sons are idolized and celebrated. The overwhelming majority of women in rural areas is afflicted by problems of poverty, unemployment, underemployment. Historically, the sustained the labour of the women has been the pivot of the village economic system. Rural women share abundant responsibilities and perform a wide spectrum of duties in running the families, maintaining the households, attending to farm operations, tending domestic animals and engaging in rural artisan work and handicrafts. But female labour engaged in such activities is usually not measure in economic terms. An implicit assumption is made that women is basically a mother and house wife; any productive work she carries out is considered socially secondary, an extension of her primary function, thus it has tended to unnoticed, more so in case of rural women. The status of women and the enactment of the constitutional amendments of 73rd and 74th amendments have added new dimensions to the issue of women’s empowerment by making provisions for the compulsory participation of women in local governing bodies and involvement in development activities. The amendments make provisions for reservation of not less than one-third of the total number of seats in panchayats and municipalities for women. Despite such a huge contribution, her role has yet not been recognized. The paper recommends a fair treatment to the rural women and calls for social upliftment by enhancing education, employment, training, and health care facilities. The present study also discusses that a better balance has to be achieved between women and men in making decisions that affect the life and economy of rural society, through the active encouragement and involvement of women’s associations and networks and the promotion of women into planning and managerial posts for the complete empowerment of women.

various sectors in recent years. But the phenomenon is not uniform in all the weaving centres. There is no evidence of suicides in certain places despite the insecurity in earning livelihood. The root cause for suicides of handloom weavers is the development of mill sector and the failure of handloom weavers to compete with it. It is believed that the successful coping mechanisms have played a crucial role in avoiding livelihood crisis and suicides. At this juncture, it is very important to evaluate coping strategies and their impact on the livelihood of weavers. The paper tries to explore the similarities and differences in the coping strategies of two castes of weavers and try to understand their consequences.

Khema Sharma (2012) published on “Role of Women in Informal Sector in India” in ‘Journal of Humanities and Social Science (JHSS)’. Informal Sector is the largest employer of relatively unskilled workers when skill based technological changes in production of manufactured commodities and services have always facilitated income and employment growth for the highly skilled. Due to globalization, the scenario among women has been changing as the formal sector is shrinking and unable to provide employment opportunities to growing population informal sector has an important role to play. In This background in the present paper an attempt has been made on the basis of secondary studies to investigate the changing scenario of employment among women in informal sector in India. To explore how women are coming up for employment opportunities in informal sector.

Satya Sundaram (2012) in his paper “Handicrafts: Vast Untapped Potential” published in ‘Facts for You’, have stated that the labour-intensive handicrafts industry requires a more organized structure. It needs to initiate capacity and skill development programmes for better returns. The paper discussed the challenges to handicrafts and artistic works and suggested measures for the development of handicrafts.
Shangpliang (2012) published a paper on “Forest Legislations and Livelihood Strategies: Khasi Women in Rural Meghalaya” in ‘Sociological Bulletin’. The inextricable link between land resources and rural livelihoods, along with increasing role of women as household providers in declining rural economies, stresses the need to consider the gendered terms of access to and control of resource base, particularly in ecologically vulnerable regions. Tribal economy is linked with forest related activities. As nurtures of the family line, Khasi women have had a significant role to play in the domestic sphere. The familial role of a Khasi woman is well defined and her glorified status as a mother has expanded her roles and responsibilities towards meeting the family needs. This paper shows how, in the matrilineal Khasi society, the issue of equitable distribution of benefits in indigenous systems of management, including forest management, has often been challenged. Women inherit property like land and forest but lack the power to manage them. It also provides an account of the impact of various forest policies on livelihood of women.

Aruna, et al (2013) published “A Study on The Perception of Rural Women towards Employment Opportunities with Respect to Krishnagiri District” in ‘Indian Journal of Applied Research’. Rural women play a critical role in the rural economics of both developed and developing countries. There are various factors influencing employment opportunity for women based on class, ethnicity, religion, age, society, and government polices etc. This paper focuses specifically on the situation of rural women in developing countries in the context of changes in the rural economy. It highlights changes in social structures and patterns of mobility that directly affect their situation. It raises critical issues for improving the situation of rural women in terms of strengthening their capabilities, increasing their access to and control over opportunities and resources. It drew attention to the large number of rural women working in the informal economy with low levels of income, little job. It highlights microcredit and other financial instruments as successful strategies for economic empowerment of women living in poverty, in particular rural areas. Sample size has been confined around 160
according to convenience of the researcher. Area of this study has been confined with Krishnagiri district and the respondents will be taken from various regions in Krishnagiri district based on the convenience sampling.

Babji Reddy and Padmaja (2013) published a paper “Indigenous Knowledge and Economic Institutions Among Nomadic People in Tirumala Foot Hill Villages” in ‘Global Research Analysis’. Nomadism is one of the ways of life has been practicing in particular communities from hunting and gathering stage of human evolution. Such type of nomadic people still practicing traditional way life in the villages adjacent to Tirumala foot hills in Chittoor district, Andhra Pradesh. The main aim of the paper is to explore the traditional knowledge systems and economic organization of the selected nomadic people in the villages adjacent to Tirumala foot hills. It is also discusses the natural resource utilization for shape up their economy.

Chitra Sivasubramaniam and Malarvizhi (2013) writes on “Women Empowerment: A Way of Economic Development” in ‘Indian Journal of Applied Research’. Gandhi advocated that there should be no distinction in equality of status between men and women in society and worked for the removal of many customs that cramped the development of Indian womanhood. Women bear almost all responsibilities for meeting the basic needs of the family, yet are denied the respect, identity, resource, information and the freedom of action needed to fulfill this responsibility. Hence this study throws light on the five important dimensions of female empowerment and opportunities, which are economic participation, economic opportunity, political empowerment, health and well-being, and education attainment. The study concluded that empowerment approaches for women therefore is not only about providing services, but also about recognizing their lived realities of multiple layers of discrimination that hinder their access to services.
Chotani (2013) writes on “Women Entrepreneurship” in ‘Paripex: Indian Journal of Research’. In The traditional ridden society women are generally accorded in inferior Social status. It is not only unconstitutional and gross social injustice to nearby half of the country’s total population but also a mark of the illusory development of human resources. Women have always been the main source of development of human capital since the inception of this universe. The draft of the sixth Five-year Plan (1980-85) envisages that leadership in women, can blossom if an effective participation in national life is ensured to them and a new social environment is fostered. The village women are capable of making rich contribution not only for the development of their rural sisters but also for the progress and peace of the nation as a whole. It is her thing to note that the women’s liberation movement is gaining momentum with rapid strides in India after independence. This fact is proved with the study in Maharashtra Conducted by Hazel D’Lima on women’s leadership potential.

Darling Selvi (2013) writes on “Plight of Women Entrepreneurs in the Globalised Era” in ‘Indian Journal of Applied Research’. Micro enterprise sector is accepted as a key to sustainable economic growth. Microenterprises add value to a country's economy by creating jobs, enhancing income, strengthening purchasing power, lowering costs and adding business convenience. The MSMEs constitute over 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports. The survey which has been conducted among 250 women entrepreneurs in Kanyakumari District reveals the fact that they felt procedural constraints, location constraints and financial constraints hamper the commencement of business activities. It is suggested that women entrepreneur networks are the major sources of knowledge about women’s entrepreneurship and they are increasingly recognized as a valuable tool for its development and promotion.
Dhruva B Jyothi (2013) writes on “Occupation among Beda Tribal of Ganadal Village in Karnataka” in ‘Global Research Analysis’. The study is made to know about the traditional occupations engaged by the Beda tribes in Ganadal village in Raichur district and surveyed 100 respondents belonged to Beda community. The data shows that the respondents fathers and forefathers had occupied prominent place in society during the Nayak period. They were found both in the military and administrative service. It is seen that 91 percent of the Bedas had received agricultural land as a gift from the kings for rendering service to the rulers in appreciation for their service. Due to modern education, respondents have given away the tradition type of occupation eg: hunting and today they are engage in agriculture work. After the Indian independence they lost the role of kingdom and today they are engaged in private and agricultural activities. The data also reveals that their income is very low.

Dilli Babu and Rathnakumari (2013) in their paper “Motivational Factors Influence of Entrepreneurs Towards Entrepreneurship: A Study of Chittoor District In Andhra Pradesh” published in ‘Paripex: Indian Journal of Research’, classified several human motivation factors that make influence the entrepreneurial process and entrepreneurship in Chittoor district Andhra Pradesh. The socio-economic, psychological and cultural factors of one’s milieu naturally influence one to be an entrepreneur. In this process, the authors consider that all human action is the result of motivational factors, however, environmental factors (such includes the status of the economy, the availability of venture capital, the actions of competitors, and government regulations) also play a role that being held constant, but the human motivation plays a critical role in the entrepreneurial process. To this end, we suggest more ways, how human motivation influences the entrepreneurial process to develop entrepreneurship.
Gaganpreet Kaur and Sukhdev Singh (2013) published “Women Entrepreneurs in India: Problems and Prospects” in ‘Third Front’. The emergence of entrepreneurs in agriculture and allied activities can propel our rural population into self-sustaining individuals, who in turn can catalyze the development of economy. The concepts of entrepreneur and entrepreneurship have been frequently applied to industrial sector. Agriculture, on the other hand, has largely been viewed as non-entrepreneurial traditional activity. For rural folk it is a way for life. Hence farmers were never visualized as business operators and farming as an enterprise. Not much has been developed to farmers into rational business, sensing individuals or in other words ‘entrepreneurs’. The genesis of entrepreneurship in agriculture and allied activities is quite recent. It is now being widely accepted that increase in production, productivity, of terms, farm diversification, innovation and development of farmers into self sustaining individuals follow inoculation of the entrepreneurial qualities among the farmers. Factors like liberalization of the economy have created the right ambience for growth of entrepreneurs in agriculture. It is estimated that presently women entrepreneurs comprise about 10% of the total entrepreneurs in India. The term “Women Entrepreneurship” mean, an act of business ownership and business creation that empowers women economically, increases their economic strength as well as position in society. Hence women-entrepreneurs have been making a considerable impact in all most all the segments of the economy which is more than 25 percent of all kinds of business. In India “Entrepreneurship” is very limited amongst women especially in the formal sector, which is less than 5 percent of all the business. The personality trait of women entrepreneurs includes Risk takers, opportunist, inventor, commercialiser, trader, innovator, flexible etc. There are various problems associated with women entrepreneurs such as problem of finances, family responsibilities, limited mobility factor and domination by male, old and outdated social outlook etc. This paper suggests various problems and future prospects of women entrepreneurs.
Ganapathy and Mayilsamy (2013) published a paper entitled “Women Entrepreneurship: A Global Perspective” in ‘Indian Journal of Applied Research’. Women Entrepreneur may be defined as a woman or a group of women who initiate, organize and run a business enterprise. The number of women entrepreneur are increasing all over the world but the entrepreneurial ventures in developing countries are quite low when Entrepreneurship is growing nearer in developed countries like United States, United Kingdom and Canada unfortunately such is not the case in developing countries like Albania, Zambia and India where women entrepreneur are growing at a very slower . By seeing that the difference is, growth in women entrepreneurship around the world is due to change in perception, social and economic conditions existing in the countries, with this backdrop this paper has made an attempt to present the global perspective on women entrepreneur from the global perception, the characteristics, motivation and problems which women entrepreneur face the kind of information and their growth.

Gurcharan Singh (2013) writes an article entitled “Role of Women in Sustainable Economic Development” in ‘Paripex: Indian Journal of Research’. Sustainable development can only be achieved through long-term investments in economic, human and environmental capital. At present, the female half of the world’s human capital is undervalued and underutilized the world over. As a group, women – and their potential contributions to economic advances, social progress and environmental protection – have been marginalized. Better use of the world’s female population could increase economic growth, reduce poverty, enhance societal well-being, and help ensure sustainable development in all countries. Enhancing women's participation in development is essential not only for achieving social justice but also for reducing poverty. Worldwide experience shows clearly that supporting a stronger role for women contributes to economic growth, it improves child survival and overall family health, and it reduces fertility, thus helping to slow population growth rates. In short, investing in
women is central to sustainable development yet, despite these known returns, women still face many barriers in contributing to and benefiting from closing the gender gap depends on enlightened government policies which take gender dimensions into account. This paper deals with the role of women in sustainable economic development and actions that can help to turn around this inequitable situation. Evidence of what works is particularly strong in five areas: education, health, wage labor, agriculture and natural resource management, and financial services. The paper also suggests a broadening of the women in development approach toward a gender in development strategy that takes into account the relative roles and responsibilities of women and men and recognizes that, of effect long-term change in the conditions of women, the actions and attitudes of men must change.

Gurubasappa and Kamalakshi (2013) write on “Analysis of Women Empowerment through Candle Making Enterprises in Gulbarga District” in ‘International Journal of Business, Management and Social Sciences’. The study is made to study the socio-economic profile of women entrepreneurs and to analyze their problems. Total 150 women engaged in candle making were surveyed through interview schedules. Based on findings, it is suggested to form Self-Help Groups among the women entrepreneurs. It is also suggested to form a district level apex body. There is also need of short term workshops and training programme for women entrepreneurs.

Linga Murthy (2013) published on “Women Empowerment through the Conduit of Micro-financing: Some Grassroot Level Reflections” in ‘Paripex: Indian Journal of Research’. Microfinance is considered as an important instrument to women empowerment. The key feature of microfinance has been the targeting of women on the grounds that compared to men, they perform better as clients of microfinance institutions and that their participation in an economic activity has more desirable development outcomes. The main objective of this
paper is to assess the level of women empowerment attributable to microfinance. The study has been analyzed in before and after microfinance loan setting. Towards the said objective several aspects have covered in this study in terms of self image, knowledge and awareness levels, group cohesiveness, accessibility to resources, ability to make decisions, ability to network with similar organizations and participation in other democratic organizations. After microfinance loan setting the study found significantly positive impact on women empowerment. Hence, it is suggested to evolve strategies to convert enhanced women empowerment as a critical input for women economic development.

Madhavi, et al (2013) writes on “Self-Confidence of Women Entrepreneurs – A Case Study of a Backward District” in ‘Paripex: Indian Journal of Research’. The role of women has been changing substantially over the last decade and half, both inside and outside homes. According to 2011 census, women constitute 29.5 per cent of the working population, of which 96 per cent of them are concentrated in the unorganized sector. For the last two decades their work participation rate has been increasing continuously. The predominant objective of empowering women is to make them economically independent and self-reliant, special efforts are to be made to generate gainful employment through promotion and expansion of both wage and self-employment opportunities. The present study is confined to assess the problems encountered by the women entrepreneurs for the economic development of backward Anantapur district in Andhra Pradesh State and also an attempt has been made to assess the level of self-confidence of women entrepreneurs of the backward district.

Mahima and Lavanya (2013) described on “Kudumbasree : A way of Alleviating poverty – A Case Study of Palakkad District in Kerala” published in ‘Global Research Analysis’. Self Help group (SHG) is a self-governed, peer-controlled small and informal association of the poor, usually from socio-economically homogeneous families who are organized around savings and credit
activities. Funds for credit activities are coming through regular savings deposited by all of its members on a weekly or fortnightly basis. In the meetings they discuss common village problems and plan solution, share information; make efforts to improve their health and literacy skills. Kudumbasree is a multi-faceted women based participatory poverty eradication programme jointly initiated by Government of Kerala and NABARD. It is implemented by community based organizations (CBOs) of poor women in co-operation with Local Self Government Institutions. It focused on “To eradicate absolute poverty in ten years through concerted community action under the leadership of local governments, by facilitating organization of poor for combining self help with demand led convergence of available services and resources to tackle the multiple dimensions and manifestation of poverty holistically”. Reaching out to the families through women and reaching out to the society through families. The study focused on the how Kudumbasree help to alleviating poverty in case study of Palakkad district.

According to Mangayarkarasi (2013) as stated in “Women Achievement and Power towards Entrepreneurship” published in ‘Paripex: Indian Journal of Research’, in earlier days women were confined to the four walls of houses and led a protected life. In the present modern society they have come out of the walls and take part in all sorts of activities competing successfully equal to men. This has become possible because of the safeguards, industrialization and urbanization. It has been proved globally that women have been performing exceedingly well in various fields such as education, administration, politics, sports, medicine, aeronautics, trade and industries, social work, transports, science and technology etc. The very fact that the world’s largest democracy [India] was headed by a woman Smt. Indira Gandhi is a big complement to the capacity, caliber and character of women. Thus Women Entrepreneurs are helpful to the society in various departments to economic and social development of our country. The social–economic advancement of a country can best be judged by the status and position, which it can bestow on its women. Despite barriers and obstacles, some
women do make it to the top. They exhibit the technical domain in which qualities needed for excellence are generally considered feminine viz., warmth, patience, hard work, sincerity, understanding and sensitivity. They enter the arena where expectations about leadership and management are more compatible with the male stereotype and masculine traits such as forcefulness, decisiveness, risk-taking, problem analysis, negotiating and bargaining. In recent years women in larger numbers are entering the managerial world. It was the last bastion of male dominance.

Mohandhas and Prabakaran (2013) in their paper “Policy Initiatives Towards the Development of Small Scale Industries in India” published in ‘Indian Journal of Applied Research’, remarked that small-scale enterprises have been given an important place in the framework of Indian planning for both ideological and economic reasons. Development of small-scale enterprises has been imbued with a multiplicity of objectives such as generation of immediate employment opportunities with relatively low investment, promotion of more equitable distribution of national income and effective mobilization of required capital and human skills. In order to achieve these objectives the Government of India has started various programmes for the development of small sector in India. It is worth mentioning that over the last six decades, India has built up perhaps one of the world’s most elaborate programmes for small enterprise development for providing assistance to the entrepreneurs for setting up small-scale enterprises. The government’s objectives and intentions towards industry including small-scale industry were announced through her Industrial Policy Resolutions (IPR 1948, 1956, 1977, 1980, 1990 and 1991) and Five Year plan. This paper aims to focus on studying policy initiatives towards the development of small scale industries in India. This paper also includes the operations and role of the Indian government as a participant, regulator and facilitator in the growth of small scale industries.
According to Mohideen and Vinoth (2013) as stated in their paper “Entrepreneurial Success Factors: A Study among Indian Entrepreneurs” published in ‘Indian Journal of Applied Research’, entrepreneurial enterprise is a viable route of employment and wealth creation in economic development in both developing economies and industrialized countries. In peculiar, countries under economic downturn period like some Southeast Asian countries in which Indian is one country that is severely affected, the need for national economic promotion is prominent. Many research studies indicate that small business and entrepreneurship lead to new economic development in developing countries like Indian. This study focuses on critical factors that are crucially determining successes of small and medium entrepreneurs in Indian. The result shows that some entrepreneur characteristics, the individual difference ways of definitions of ‘entrepreneur’ and ‘entrepreneurship’, the diverse rank of importance that Indian entrepreneurs give to different attributes bring a varying degree of satisfaction. Some of Indian entrepreneurs’ behaviors are similar to that of normal people in general. Some are quite specific like other Asian entrepreneurs’ behaviors. Others that are quite distinctive possibly attribute to Indian entrepreneurs’ distinguished characteristics, profile and perceived success factors.

As expressed by Nadanamoorthy (2013) in his paper “A Study of Entrepreneurial Intention Among the Post Graduate Students with Special Reference to Cuddalore District” published in ‘Indian Journal of Applied Research’, in hard times when educated persons can’t get jobs, it is becoming challenge for states. It is rather harder for least and under developed countries, like India and the industrial developing districts like Cuddalore-TamilNadu, where governments are not having sufficient resources to support the unemployed workforce. Attitude can be based on personality traits and demographic characteristics; it can also be re-shaped with education. This research aims to study the impact of personal traits, demographic characteristics and entrepreneurship education on entrepreneurial intentions of post graduate students.
in Cuddalore district. Data was collected from the sample of 100 post graduate students of various colleges in Cuddalore district, Tamil Nadu. Results show strong relation between innovativeness and entrepreneurial intentions, however some demographical characteristics i.e. Gender and age, were insignificant with the intentions to become entrepreneurs, but prior experience, family exposure to business and level of exposure inclines students to become entrepreneur.

**Nasrin Banu (2013) published on “Fishing as Livelihood in West Bengal” in ‘Indian Streams Research Journal’.** Fishing is one of the oldest means of livelihood of mankind and fisheries sectors play an important role in the national economy and in the socio-economic development of in India. West Bengal is one of the leading fish producing states in the country and the largest producer of fish seeds in the country. Fishery-related livelihoods are complex, dynamic and adaptive. A livelihood comprises the assets (natural, physical, human, financial and social capital), the activities and the access to these (mediated by institutions and social relations) that together determine the living gained by the individual or households. This paper is an attempt to focus on fisheries livelihoods in West Bengal. This study is based on secondary sources of data. The results show that fisheries livelihoods are more popular in southern districts in the state and it is less popular in the northern part of the states.

**Parameshwara and Raghurama (2013) write on “An Overview of Small Scale Industries in India and Karnataka State” in ‘Global Research Analysis’.** Small-scale industries have been playing a momentous role in overall economic development of a country where millions of people are unemployed or underemployed. The government encourages the small scale industries by providing financial support through scheduled commercial banks both public and the private. Banks play major role in extending support for SSIs. But there is a problem of NPA and recovery due to various internal and external factors. Should NPA recovery be done successfully, then borrowers shall have a higher incentive
to repay, which means a lesser default risk, lower interest rates, and ultimately higher entrepreneurial activity, and economic growth. A solution to the problem of increasing NPAs is observable in the form of the right credit assessment and risk management mechanisms, ensuring that there is no adverse selection, and the quality of assets should not be compromised upon.

Parasakthi (2013) writes on “Motivational Factors influencing Women Homepreneurs of Coimbatore District - A District in Tamilnadu State of India” in ‘Indian Journal of Applied Research’. Homepreneurs is a neologism, defined as a business owner who is actively balancing the role of a homemaker and an entrepreneur, doing business from home. Home-based work has continued its existence, though appearance and weight of it have changed, depending on change and transformation in the mode of production. As far as India is concerned, women constitute a very negligible proportion of the total entrepreneurs. Women in India are still shy and emotionally attached to family. A majority of women entrepreneurs are engaged in the unorganized sectors like agriculture, agro-based industries, handicrafts, handlooms, kitchen activities and other cottage based industries like basket making, etc., they being home-based jobs. In all civilizations, ancient and medieval, one reads accounts of women homepreneurs who not only sold their wares in their neighbouring houses and towns, but also in neighbouring countries. This study deals with the motivational factors and its close relationship with homepreneurs.

Saidapur (2013) published “Economics of Small Scale Brick Enterprises in Gulbarga District of Karnataka: A Realistic Approach” in ‘International Journal of Business, Management and Social Sciences’. A questionnaire bases survey of 110 brick makers in Gulbarga district was made to analyze the status of brick kiln industry and to measure the economic performance of small scale brick units in Gulbarga. It is suggested Government to provide earmarked place for establishment of brick kilns, even if bit away from city surroundings. The land
should be given on long lease. The majority of the sample brick units face severe shortage of working capital. This should be made available at short notice without collateral guarantee. A cooperative bank or some other arrangement can be made to act as an intermediary between entrepreneurs in the informal sector and the formal financial institutions to ensure supply of credit to brick-kiln units in Gulbarga.

Sellappan, et al (2013) conducted study and published a paper entitled “Investment Attitude of Women Towards Different Sources of Securities - A Factor Analysis Approach” in ‘Global Research Analysis’. The study aims to gain knowledge about the marital status and age factors influencing the investment behaviour of women towards financial instruments with special reference to Erode district. Through the existing literature can be known that there are certain age and marital differences occurs in the behaviour of selecting the investment sources. Younger and unmarried are usually risk takers. Older and married are avoiding taking risk. So the descriptive study is carried out to identify about these factors which are influencing the investment decision. Convenient sampling techniques are used to identify the respondents and it is limited to Erode District. The study will be helpful to the government or non-governmental organizations to launch various saving schemes based on the age and marital status to the women to ensure their saving habits so as to promote economic development of the country.

Suman Buwa (2013) published on “Obstacles in the Development of Rural Women: Rural Women’s Social, Economics, Educational, Health Status and Obstacles” in ‘Indian Journal of Applied Research’. Women being the major component of human reproduction system need special care of her health. Rural women have less access to the facilities than that of urban women. Many Factors like old cultural, traditional superstitious beliefs, poor economic conditions and mainly lack of knowledge keep women away from good and sustainable health. The obstacles faced by rural women in maintaining their good
health are vastly different from those of women of urban areas. Empowerment of women involves many things - economic opportunity, social equality, and personal rights. Women in rural areas are relegated mainly to household duties and cheap labour and generally considered to be incapable of generating considerable income. Therefore all these factors have covert and overt effects on rural women’s health. This paper casts light upon the present status of rural women’s health. This paper also deals with obstacles in her health. As the research is associated with the Department of Adult and Continuing Education and Extension Work Shivaji University Kolhapur and conducting awareness, skill oriented and need based programmes she shares her observation so as to encourage such programmes to tackle health issues of rural women more effectively.

Suresh Rajan and Baranidharan (2013) published on “An Empirical Study on Women’s Empowerment Through Microfinance” in ‘Indian Journal of Applied Research’. Micro finance programmes are currently being promoted as a key strategy for addressing both poverty alleviation and women’s empowerment simultaneously. Before 1990s, credit schemes for women were almost negligible. There were certain misconception about the poor people that they need loan at subsidized rates of interest on soft terms, they lack skills, capacity to save, credit worthiness and therefore are not bankable. Nevertheless, the experiences of several and SHGs reveal that rural poor are actually efficient managers of credit and finance. Especially this study is focus on SHG women’s improved performance in basic status through the micro finance. It is helpful to Society, Government and Society well-being Associations to understand the level of women’s empowerment and growth through Micro finance.

programmes are currently being promoted as a key strategy for simultaneously addressing both poverty alleviation and women’s empowerment. Before 1990s, credit schemes for women were almost negligible. There were certain misconception about the poor people that they need loan at subsidized rates of interest on soft terms, they lack skills, capacity to save, credit worthiness and therefore are not bankable. Nevertheless, the experiences of several and SHGs reveal that rural poor are actually efficient managers of credit and finance. Especially this study is focus on SHG women’s improved performance in basic status through the micro finance. It’s helpful to Society; Government and society wellbeing associations will understand which know the level of the growing domain of women’s status through Micro finance.

As stated by Thanga Selvan and Jacqulin Pon Mabel (2013) in their paper “Income and Expenditure Pattern of Women Beedi Workers in Radhapuram Taluk of Tirunelveli District, Tamilnadu, India” published in ‘Indian Journal of Applied Research’, one of the important unorganized industries especially in rural areas is Beedi making industry. More than 80 percent of the Beedi making centres are rural in nature. Therefore, beedi making is considered to be a rural-based industry. Cheap female labour is largely available in these rural areas. Radhapuram taluk is a rural area occupies a dominant place in the production of Beedi in Tirunelveli District of Tamil Nadu, India. This is the reason the study has been carried out in Radhapuram. The Government of India has appointed many commissions to look into the problems of Beedi workers. The first commission was appointed in 1933, and it was called Royal commission on Labour. The report submitted by the commission clearly stated the exploitative working conditions of the beedi workers leads to poor socio economic standard of Beedi workers in India. These are the reports induced the researcher to undertake a study on identifying income and expenditure pattern of beedi workers. The main objective of the study is to explore the socio economic condition of women Beedi workers and ways and means of improving their standard of living. The study also
highlights the educational qualification, marital status, residence, type of family, savings, borrowings and economic position of women Beedi workers in Radhapuram Taluk, Tirunelveli District, Tamil Nadu. Through this research it is learned that even though Beedi rolling is an alternative employment opportunity to the women in the rural area they are able to earn a substandard income compared to other sectors. This is due the exploitation of the company’s management. They are able to survive because of their other family member’s contribution. The women workers are treating this work as a part time job though they spare most of their valuable resources like time, effort and health. Considering the amount of time taken and also the nature of the work, the wages paid to them are very low and therefore it is suggested that the minimum wage rate should be increased. If fair wage system is enforced in the beedi industry the socio economic condition of the Beedi workers will certainly improve. This result is based on the survey carried out among randomly selected 110 samples of female Beedi workers.

Thankham Ghule and Shreekumar Menon (2013) published on “Scope and Future of Floriculture Industry in India” in ‘Global Research Analysis’. Floriculture is the branch of horticulture that deals with cultivation of ornamental plants and flowering plants for sale or for use in perfumes and cosmetics’. The people involved with this activity are called floriculturists, floriculture began in England where flowers were grown in large estates later on this was popularized all over the world, floriculture in India is the sunshine industry with its wide genetic diversity, favorable climatic conditions and versatile human resources. The paper is an attempt to study the country’s present position and future potential in floriculture cultivation and exports taking into consideration the various government schemes and measures to promote this lucrative industry.

Venkata Naidu and Siva (2013) write on “Role of Sericulture in Women Employment in Drought Prone District of Anantpur (A.P)” in ‘Golden Research Thoughts’. Women is said to be equal to the man in the
present society. But, this situation is far from the reality. The unequal status of women is owing to a vicious circle in which they have caught up with low levels or absence of literacy coupled with low levels of skills leading to low level of employment and low wages, containing them very often to marginal categories of work or unpaid work. With the result their economic status gets miserable. Evidently, women constitute one-third of labour force, their share in the world’s working hours is two-thirds and yet, earning one-tenth of the income (UN 1975). It is mainly due to the unpaid economic activities that women’s work is not reported in the census. An ILO study estimated that the value of unpaid household work constitute 25-39 percent of the total GNP in a developing country.

Vyas (2013) published a paper entitled “Growth and Performance of Indian Micro, Small and Medium Enterprises (MSMEs) in the Post Globalization Period” in ‘Paripex: Indian Journal of Research’. Micro, Small and Medium Enterprises (MSMEs) play a key role in the development of economies with their effective, efficient, flexible and pioneering entrepreneurial spirit. In terms of value, the sector accounts for about 45% of the manufacturing production and 40% of the total exports of India in 2010. A research study on ‘Growth and performance of Indian MSMEs in post globalization period’ was undertaken with the objectives of studying the growth of number of micro, small and medium enterprises, capital invested, labour employed, output and exports in, finding out the instability in the growth of MSMEs in post globalization period. The study was related to 1992-93 to 2010-11. The data for the study were compiled from the Annual Report of MSMEs published by the Ministry of micro, small and medium enterprises, Government of India. The study predicted compound growth rate, Coppock’s instability index and Frontier production function. According to study, in the post-globalization period the compound growth rate of number of MSMEs, fixed investment, production, employment and exports was momentous. There had been more volatility in the number of MSMEs in the post globalization period as compared to fixed investment, production,
employment, exports. To advance the performance of MSMEs the study recommends increasing the number of items to be reserved for manufactured by MSME sector and providing support in the field of skill development, credit marketing, technology and infrastructure.

In their paper “Study of Handicraft Marketing Strategies of Artisans in Uttar Pradesh and Its Implications” published in ‘Research in Management Sciences’, Waqar Ahmad Khan and Zeeshan Amir (2013) have stated that at present the rural producers/suppliers are struggling to market their products and services due to various reasons. The performance of the manufacturer and artisans both for financing and marketing of handicrafts is far from satisfaction. Artisans are depending on the middlemen for raw materials, finance and market for the finished products because of their illiteracy, ignorance and poverty. The success of handicrafts depends on how well the artisans can produce the articles and introduced in the market in keeping with the tastes and preferences of consumers. Industrialization in any kind of arts and crafts must be recognized by the market of consumers, through the exchange of commodities in order to make the artistic and ethnic value with a touch of innovation. This research paper is based on marketing concepts of four P’s i.e. Product, Price, Place and Promotion.

2.3. References:


