CHAPTER – II

REVIEW OF RELATED LITERATURE

Most of the researchers were made only on male entrepreneurship and as such, their theory building has also been on the basis of studies on men. Only recently a few researchers have focused on women entrepreneurship mainly on comparing the men and women entrepreneurs to make the women entrepreneurs visible. Such studies on women, entrepreneurship explain that enormous numbers of women enter into self-employment on part-time basis, often as a means to supplementing household income. Even in USA, it is observed that roughly 0 per cent of women owned business report having no employees (Philips 1995) and over 55 per cent work less than 35 per week (Devine 1994). The national Association of Women Business Owners found that even though 20 per cent report having employees, this 20 per cent pays are out of every four US company workers. Another dimension of argument is that though the women entrepreneurs are found in certain field, still they are confined to small business. This may be due to women entrepreneurs having a life or style that hinders intentions to develop their business, and they face structural, social and cultural barriers that make it difficult, if not possible to develop their business. The primary motivation for women is to integrals work, family and community. Therefore to effectively combine paid work with other responsibilities, women are seen as intentionally limiting the size of their businesses.
Micro-credit concept is of recent origin. But the introduction of the Micro-credit scheme has attracted many academicians and researchers to study it. Micro-credit is mainly provided through self-help groups. Non-Governmental Organisations play a vital role in organizing self-help groups and helping the women entrepreneurs to obtain micro-credit. Non-Governmental Organisations, self-help groups and micro-credit are interlinked and intertwined with one other. Hence, an attempt has been made to review the studies related to the above mentioned elements.

2.2 Women Entrepreneurs

Schwartz (1979) in an exploratory study of twenty women entrepreneurs, found that their prime motivations for starting a business were, the need to achieve, the desire to be independent, the job need for job satisfaction and economic necessity. These women entrepreneurs tended to have an autocratic style of management. The major problem encountered during start up was credit discrimination and the subsequent problem was underestimating, operating and or marketing close.¹

Hisrich and O’ Brien (1981) studied women entrepreneurs from a business and a sociological perspective. The study was conducted on 21 women entrepreneurs with a purpose of exploring the demographic characteristics, their motivations and business problems. The results indicated that women entrepreneurs experienced varying business problems, particularly problems with weak collateral position; obtaining credit and overcoming society’s belief that common are not as serious as men about business.²
Sextan and Kent (1981) reported the results of a study comparing the characteristics of women entrepreneurs and executives. The study was conducted on 45 female executives and 48 women entrepreneurs. The results show that women entrepreneurs are marginally less educated than female executives, though the younger female entrepreneurs are better educated, they tend to place a slightly higher emphasis on their job than their family. The executives view their ability to work with people as the greater factor in success while the entrepreneurs tend to view hard work and persistence as more important. Entrepreneurs tend to follow their fathers as role models, while executives do not follow their father’s footsteps. Executives tend to be older and have demonstrated more job stability than female entrepreneurs. Taken as a whole the results indicate that female as a whole tend to be more similar than dissimilar.³

Hisrich and O’ Brien (1982) studied how the characteristics of women entrepreneurs varied according to the type of business. Female entrepreneurs in the non-traditional business areas (finance, insurance, manufacturing and construction) also differ from their counterparts in more traditionally female business areas (retail and wholesale trade). The latter group had particularly difficulty in gaining access to external financial sources from banks, informal investors or venture capitalists.⁴

Sarti and Sarupriya (1983) investigated the psychological factors affecting women entrepreneurs. They examined the role stress experienced, the effect of demographic variable, such as marital status and type of family, on
stress and how women entrepreneurs cope with stress. Results indicated that unmarried subject experienced less stress and less self-role distance than married subjects. Subjects from joint families, probably because they share their problems with the other family members tended to experience less role stress than subjects from nuclear families, external locus of control was significantly related to role stress, and fear of success was related to result inadequacy and role inadequacy dimension of stress. While many subjects used intra-persistent coping styles, that is taking action of solve problems, avoidance oriented coping styles were more common than approach oriented styles of coping.\(^5\)

Mohineddin Asghari (1983) made an attempt to study the entrepreneurship development among women. It was found that women because entrepreneurs due to following reasons: (i) economic needs (ii) as a challenge to satisfy source of their personality needs (power, achievement, novel experience etc); (iii) educated women like to utilize their knowledge gained (iv) family occupation; and (v) as a leisure time activity women entrepreneurs face the same difficulties as that faced by men.\(^6\)

Huntley (1985) used a case study approach to explore the life events and experience that had influenced women to choose entrepreneurship as a career alternative. Results indicate that the subjects were determined, hard working and self confident. In spite of having faced financial hurdles, their determination, courage and optimism helped them to overcome these hurdles. Most ventured into entrepreneurship because of a desire to be independent and
to be in control of their lives, they defined their own measurement of success. They were looking for a balance of personal and professional interest and admitted to career satisfaction that transcended to other aspects of their lives.⁷

Singh and Sengupta (1985) conducted a study on 45 women who were attending the entrepreneurial development programme held in November – December 1983. The objectives of the study were: to determine the characteristics of women who were on the threshold of starting their business; to study the factors that prompted women to start their own business; and underlying psychological forces that led women to become entrepreneurs; and to establish relationship between their entrepreneurial vision; potentials and policy implication for developing entrepreneurship among women. The conclusion drawn from the study were: the profile of a women entrepreneurs was not dominated by either education or lack of it or any other characteristics; women more educationally qualified perceived entrepreneurship as a challenge, ambition fulfillment and for doing something fruitful, whereas those less educationally qualified entrepreneurs perceived it as only a tool for earning quick money; majority of the potential entrepreneurs had clarity about their projects but needed moral support from males and other family members for setting up their enterprise. Women are preferred to combine their need for excellence with emotional dependency.⁸

Mc Donald, J.L (1986) conducted a study to identify traits and characteristics of women entrepreneurs and to compare the perceptions of successful women entrepreneurs those of the less successful ones. Conclusions
drawn were: net profit is a factor of success in the opinion of more successful
women entrepreneurs and not in that of less successful ones; length of time in
business is a predicator of success; both successful and less successful women
entrepreneurs perceive the same traits and characteristics necessary for success;
having entrepreneurial parents do not affect the success of the women
entrepreneurs.9

Hisrich and Brush (1986) stated that in order to get full picture of the
personality and motivations of the women entrepreneurs, a comparison of
entrepreneurial characteristics with those of the typical women executive is a
must. The person making a career as a company executive usually has
experience or expertise in her specific area, is conservative, cautious, logical
and adverse to risk; these attributes are necessary for performing the more
‘custodial’ tasks required within an organization, such as controlling cash,
pople or assets. This kind of person is concerned with preserving and ring the
existing assets of the corporation and will not inspire and motivate her epees.
This calls for self-confidence, flexibility, persistence, independence and
determination to succeed.10

Shah, Hina (1987) analyzed the application forms of 300 women who
undertook an entrepreneurship development programme with the purpose of
drawing a demographic profile of different target groups of women
entrepreneurs, to find out their motivations and their behavioural patterns. To
find out entrepreneurial characteristics, besides analyzing the applications
forms of 300 women entrepreneurial trainees, 60 of the women trainees who
later became entrepreneurs were further assessed. The analysis of the study revealed some important motives for becoming an entrepreneurs such as: 82 per cent of the low-income group women become entrepreneurs due to economic needs, whereas the economic need was expressed by in only 25 per cent women of the middle income group; utilization of their experience and technical education was expressed by women educated in science and technology (75%); the interest and support of the husband and family was expressed by 60 per cent housewives; and desire to become independent and personal ego satisfaction was expressed by 51 per cent of women entrepreneurs.\(^\text{11}\)

Natarajan R (1991) in his study ‘Women Entrepreneurs in Tamil Nadu,’ tried to develop an index to measure performance over a period of time and also to identify the factors which contribute to the success or otherwise of the women entrepreneurs.\(^\text{12}\)

Paramjeet K Dhillson (1993) carried out an elaborate study to find out ‘Motives and characteristics of successful women entrepreneurs’. The study was conducted on 40 women entrepreneurs who had taken assistance from the SISI, Okhla and the Apparel Export Promotion Council (APEC). The findings of study indicate that the women entrepreneurs have varied motives for establishing an enterprise; the most dominant motives are ‘fulfillment of ambition’ and pursuit of own interest’. Most of them feel that the most important factor for success as an entrepreneurs is ‘commitment to work’. These women entrepreneurs are willing to take high personal risks, but
moderate risks in delegation of authority and responsibilities to epees. The findings further highlight that they have a great need for achievement, independence, orientation, ability for decision-making, future planning and good time management.\textsuperscript{13}

Kathleen R. Alien (1997) analysed the women and men-owned business and raised the question why the size of women’s business lags behind men, measured by sales and income. She found that having access to financial resources and emphasizing the financial aspects of the business overwhelm the effects of the entrepreneur’s lifestyle, intention or choice on their chances for having large businesses.\textsuperscript{14}

Nina Gunnerrud Berg (1997) argued that feminist geographies may contribute to new insights about entrepreneurship. She added that when studying entrepreneurs one should be aware of the fact that one studies gendered being in gendered places. Gender and place must be conceived as integral parts to entrepreneurship and she pleaded to rethink categories like entrepreneur, men, women, and place for understanding entrepreneurship. She finally gendering of entrepreneurship should be taken into account in entrepreneurship research.\textsuperscript{15}

‘Women Entrepreneurship in Mumbai – Problems and Prospects” Dr.S.K.G.Sundaram (1998) analysed with the growth and development of women entrepreneurship. The study consisted by four sections the significance of women entrepreneurship, the growth and development of women
entrepreneurship in Mumbai, the present position and the problems faced by this entrepreneurs.\textsuperscript{16}

R. Seenivasagalu (2000) in his study “A comparative study of women entrepreneurs and women executives in Tamil Nadu with reference to Chennai city” made an attempt to identify and compare the socio-economic background, entrepreneurial motivating factors and characteristics between women entrepreneurs and executives.\textsuperscript{17}

Nirmala Karuna D’ Cruz (2000) in her study “Constraints on women entrepreneurship development in Kerala”, this paper investigated on profile of women entrepreneurs, family profile of women entrepreneurs, details of enterprise, influence of family members, family and social values and psychological traits. The study was conducted in Thiruvananthapuram district with 33 samples. The study concluded that the different schemes for promoting women entrepreneurs to the problem and practical difficulties encountered by the beneficiaries would have been useful too.\textsuperscript{18}

‘Entrepreneurial Contexts and Traits of Entrepreneurs’ by William R Pendergast (2004) adopted a neo-Darwinian perspective that the entrepreneurial process included distinctive features which ‘select’ individuals with certain characteristics for participated and success. These individuals are attracted to entrepreneurial situations and their compatible traits enable them to navigate the challenges of entrepreneurial contexts. The paper begin with a description of early-stage entrepreneurial contexts, considered individual traits that accommodate those contexts and concludes with a metaphor of
entrepreneurs as jazz musicians that captures similarities in context and behavior.\textsuperscript{19}

Peter Grenholm, Anders Hansen, Anders Sahlam and Nikolaos Volakis their article “What Motives entrepreneurs and Can their Motivation be Influenced?". The study brought forward the different factors that determine an individual’s motivation to become an entrepreneur had been briefly examined. Entrepreneurs seem to have a common pattern of personality traits; but it is environment that plays the instructive role in the decision to engage oneself in entrepreneurial activities. Various parameters of the current European social and business environments had been identified as potential modifiers of the motivation of entrepreneurs.\textsuperscript{20}

Hao Zhao and Scott E. Seibert (2005) study “The Mediating Role of Self-Efficacy in the Development of Entrepreneurial Intentions”. The purpose of this study was to investigate the mediating role of self-efficacy in the development of students’ intention to become entrepreneurs. They used structural equation modeling with a sample of 265 master of business administration students across five universities to test their hypotheses. The results showed that the effects of perceived learning from Entrepreneurship-related courses, previous entrepreneurial experience, and risk propensity on entrepreneurial intentions were fully mediated by a direct effect such that women reported lower entrepreneurial career intentions.\textsuperscript{21}

Piyali Chosh and Reena Cheruvalath (2006) in their study “Progress of Female Entrepreneurs in Low-income Countries; A Theoretical Enquiry in
India”, this paper discussed several challenges to women entrepreneurs, including the level of education, inter-role conflicts emanating out of greater parenting responsibilities, dearth of financial assistance and socio-cultural constraints. The study concluded that it is no longer an issue of debate that much progress had been made by Indian women entrepreneurs, despite many shortcomings and constraints; they had been able to establish their own enterprises, even in a developing country like India, where the male head of the households would normally take economic decisions. The Government had emerged as a major catalyst in this area, by way of providing training and other facilities to succeed, particularly in the rural areas. But this marks only the beginning of an arduous journey ahead for the Indian women entrepreneurs. With concerted efforts from all dimensions, many more women are poised to start their own business; they would leave companies to ‘go alone’ and would fulfill their personal dream of entrepreneurship, being their own boss and achieving success in their own business venture.22

Sujata Mukherjee (2006) study “What Motives Women Entrepreneurs? Factors Influencing Their Motivation”, analysed the impact of entrepreneurs characterized by competitions, financial gain and independence and the socio-economic setting provided a base for individuals to venture into entrepreneurship. Individuals perform the entrepreneurial role because of a desire to achieve, and individuals with a high need for achievement venture into enterprise building, whether small or large. Finally the study find on the reasons why women from the low-income group venture into business and
what motivated them to do so and the analysis was conducted the two districts of Maharashtra. This study concluded that the basic factors that had a potential to influence the decisions taken by women engaged in entrepreneurial activities.\textsuperscript{23}

Anand Agrawal and Sunil Bhardwaj (2006) study their paper “Entrepreneurship: A Study of its Characteristics”. The paper deal with Entrepreneurship on conceptual basis and deals with its numerous definitions and the factors which lead to entrepreneurship in the society. The paper had practical implications for designing courses in entrepreneurship, which may help in creating conducive environment for the development of entrepreneurship and the emergence of entrepreneurs.\textsuperscript{24}

Prema Basargekar (2007) studied “Women Entrepreneurs: Challenges Faced” the evolution of concepts and definitions of entrepreneurship with special reference to women. The paper provided the present scenario of women entrepreneurs in India and the various challenges, which they are facing in the changing global scenario. The study focused on marketing challenges faced by women entrepreneurs and the various strategies used by them and related organizations to overcome the challenges.\textsuperscript{25}

Shanmukha Rao Padala (2007) study “Entrepreneurship Development among women: A Case Study of Self Help Group in Srikakulam District, Andhra Pradesh. The study mainly aimed poverty alleviation through micro credit to the poor was productive, effective and less costly, if they are organized into SHGs. Srikakulam district had been selected for the purpose of
the study with 130 samples. The SHG movement in India in general and Andhra Pradesh in particular had metamorphosed the rural economic scenario perceptibly. As a supplementary source of family income the SHGs proved to be a boom to the rural women folk not only in enhancing their financial status but also promoting entrepreneurship among them.26

Shanthi Nachiappan and Santhi N (2007) in their study titled “Women Micro Technopreneurs of WWF, Chennai, Tamil Nadu”. The paper explores the role of developing agencies like non-profit organizations in India in the economic empowerment of women. The study was descriptive nature with 50 samples selecting from non-probability convenience method. The study proved that self-confidence and willingness to learn a technical skill had transformed the participating women into micro technopreneurs. They had acquired the elementary knowledge about technology and had use it in their technical ventures and gained fruitful results. These women micro technopreneurs and WWF are true role models for others to emulate.27

Ingrid Verheul, Martin Carree and Roy Thurik (2007) in their study entitled “The Normative Context for Women’s Participation in Entrepreneurship: A Multicounty Study”. This study was analyses the participation of women in entrepreneurship and examines the impact of specific norms of different countries that support women’s entrepreneurship. The study chose 41 countries for analyzed. Global Entrepreneurship Monitor also found that the males’ rate of entrepreneurial activity was three times more than that of females in some countries. So the participation of women in entrepreneurial
activities can only be triggered by the initiatives taken by their country’s respective governments as well as through an increase of the normative support for female entrepreneurship. The study concluded that a better understanding of the influencing cultural norms and values coupled with a change in the traditional beliefs embedded in the society are essential to increase the level of female entrepreneurial activity.\textsuperscript{28}

Monika Prakash and Nimit Chowdhary (2007) entitled their paper “Study of Entrepreneurial Motivations in India”. This paper highlighted the results of the study of Entrepreneurial motivations amongst young start-ups. Having provided the necessary insight this study leads to design corresponding intervention strategies. Based on the primary data collected there are two aspects of the study initially what had motivated the youth to take up self-employment and whether such motivation was positive or negative. Secondly support programs such as educational, rearing and counseling, financial support and social security are needed to be introduced by the state and other agencies. The study was based upon the feedback from entrepreneurs, whose entrepreneurship is up to five years old. The polulation consisted of small and tiny units as per the official definition. 29 entrepreneurs returned lists with entrepreneurial motives totaling 43 and this exercise finally ended up with 35 exemplars which were subsequently used as items in the instrument. The research finds and expanded to other regions in subsequent efforts to understand the community milieu and develop an intervention strategy accordingly.\textsuperscript{29}
P. Nagesh and M. S. Narasimha Murthy (2008) study their paper “The Effectiveness of Women Entrepreneurship Training Program: A Case Study”. Their study analysed the effectiveness of women entrepreneurship training and education program and help to understand need for entrepreneurship training. It also helped to identify the strengths and weakness of such training programs. The comparison of the pre-established goals and the actual attainment helps to identify the improvements needed in training programs. The results of the study indicate that the state and central government training centers and nodal centers, which impart training to the entrepreneurs, are successful in meeting the requirements of only two-thirds of the respondents. The remaining one-third of the respondents felt that there was no effective delivery of contents in the training programs and the same practical exposure to the contemporary business, meeting the successful and unsuccessful entrepreneurs to understand the causes of success and failures in business. The study concluded that in addition to skill development, the entrepreneurship and management development institutes should necessarily initiate steps to motive women entrepreneurs and to provide them with practical management inputs.

Ashutosh Muduli (2009) in his paper titled “Corporate Entrepreneurship through Achievement Motivation Training”. This paper initially presented the AMT in promoting corporate entrepreneurial quality among the students. The study used a sample of 61 engineering and management students during the year 2007-08. An attempt was made the Thematic Apperception Test (TAT), Ring Toss Game and Business Game. The
study concluded that the significant increase in trainees’ entrepreneurial skills and knowledge after training i.e., training helps significantly in improved achievement motivation of the participants. As higher achievement motivation had the potential of enhancing corporate entrepreneurial skill, educational institute may be encouraged to use AMT for developing entrepreneurial skill of students aspiring career in corporate sector. The result also indicated trainees’ positive reactions to the training instruments, trainer’s ability, training materials and training process. This leads to the conclusion that training instruments, trainer’s ability, training materials and training process used for imparting AMT was useful. It can therefore, be concluded that the training course was effective.  

Chivukula Venkata Ramana, Raman K J and Ramchandra Aryasri A (2009) their paper entitled “Influence of Socio-Demographic Factors on Entrepreneurial Attributes and Success”. The study attempted to find the influence of demographic factors on entrepreneurial attributes and success. For the purpose of the study, 200 start-ups in the Small and Medium Enterprises categories had been selected across five states in India. Personal interviews were carried out with the founders/entrepreneurs of these enterprises. The entrepreneurial attributes like Industry Knowledge, Street Smarts, Tolerance for Ambiguity, Impact of Personal Selling on Start-up Success and Entrepreneurial Success had been compared with respect to socio-demographic factors. The interesting highlights of the study were high level of education does not guarantee Entrepreneurial success and senior citizens did not achieve
a higher level of entrepreneurial success. It is worthwhile to mention that those who were unemployed in their previous occupation turned out to be the most successful entrepreneurs.\(^{32}\)

Chivukula Venkata Ramana (2009) in his paper “Success in Small and Medium Enterprises in India: A Study of Entrepreneurial Attributes”, study neglected the to start-ups in micro, small and medium enterprises for various reasons such as (a) complexity in gathering reliable data, (b) absence of a well defined theory and (c) inadequate financial rewards. The researcher was inspired by two phenomenal studies as listed here on entrepreneurial research in USA, and he was keen on testing the validity of the findings and conclusions of these studies (Bhide, Amar V and McCormack, Mark H) in the Indian environment. The study on entrepreneurial attributes, the sample selected for primary investigation consisted to 200 SMEs from Andhra Pradesh, Delhi, Gujarat, Maharashtra and Tamil Nadu. The collected data was analyzed through Summary statistics, Chi-square test, ANOVA, Regression, Multicollinearity, Cluster analysis, Likerts scaling techniques. The study concluded that the need for entrepreneurial education in different locations in the country through Business schools, centres for entrepreneurship development and management and networking of training and educational institutions with the support organizations associated with activities such as counseling, credit, marketing, research and development, infrastructure etc can result in greater success rate of entrepreneurs.\(^{33}\)
Jari Huovinen and Hannu Littunen (2009) discussed the “Habitual Entrepreneurship: Situational Factors at Different Start-Ups”. The study clarified the situational factors in first-time and habitual entrepreneurship. The novelty of this study lies in the contingency approach which was unique in the field of habitual entrepreneurship research. The study was conducted in the region of Northern Savo in Eastern Finland. In total, 205 entrepreneurs had participated in the research. The primary analysis methods used are, logistic regression and multinomial logistic regression analysis. The result revealed several differences between serial, portfolio and first-time situational factors behind from start-ups. The portfolio entrepreneurs were more growth oriented, whereas the serial entrepreneurs primarily aimed to taking advantages of the accumulated knowledge and experience.  

Manjappa D Hosamane and Younos Vakil Alroaia had studied the “Entrepreneurship and Development of Small-Scale Industries in Iran: Strategic Management Tools and Business Performance Assessment”. The study examined the relationship between the development of Iranian Small Scale Industries and entrepreneurial performance in terms of strategic management tools. SSIs had been recognized by the government as having a vital role to play in the development of an economy. SSIs could now offer highly valued expertise, goods and services, whereas larger firms were still forced to downsize due to stiff competition. However, there are five decision areas in a manufacturing plant – Quality of products, Industrial Cost, Logistic support, ISO and Management Effectiveness with 180 samples. The study finds
that the influence of entrepreneurial performance on development of SSIs was noticeable and reflected the high quality of products, lower cost, skills management, production planning and material control in the development of Iranian SSIs. SSIs had to adopt strategic management tools to capture export market and to increase efficiency for the domestic customers.\(^\text{35}\)

K.Kaliyamurthy (2009) had studied “Emerging Issues of Entrepreneurship Development with Special Reference to BHEL, Thiruchirappalli, India”. The study unit promoted entrepreneurship base in the local region in particular and the world economy in general. It acted as a catalyst for accentuating the mushroom growth of small and medium enterprises in and around the unit. It motivates untrained prospective entrepreneurs and the intrapreneurs. The present study concluded that the stressed the importance of entrepreneurship for the socio-economic development of any nation, and has laid emphasis on more and more entrepreneurs to enter electronics industry whose development was prime objective for every nation entering the 21\(^{\text{st}}\) century. The government machinery must take concrete efforts to encourage more young and dynamic people to go for entrepreneurship. The government has no doubt laid a wide net work of promotional development agencies to take care of the small entrepreneurs.\(^\text{36}\)

K Lavanya Latha and B.E.V.V.N Murthy (2009) studied “The Motives of Small Scale Entrepreneurs: An Exploratory Study”. In this study examined the motives of entrepreneurs in starting a small-scale enterprise is the socio-economic milieu of Nellore districts. The sample units were selected randomly
resulted in a sample size of 196 units. The study concluded that drawn from the empirical study showed that the direct support from their family members encouraged them to start their new ventures, which was healthy signal for economic development of the country.\textsuperscript{37}

Dr.R.Ganapathi and Dr.T.Ramasamy (2010) their paper “Entrepreneurial Qualities of Medical Shop Owners in Coimbatore”, the study was undertaken by the researchers to identify the factors and motivators that influenced the medical shop owners to start a medical shop and also tried to establish relationships among certain significance variables like previous experience, credit facilities, age group, education qualification and gender. The study was descriptive nature with 60 samples and the collected data analysed by simple percentage and chi-square test.\textsuperscript{38}

Mario Franco, Heiko Haase and Filomena Gomes (2010) in their study “The Influence of Entrepreneurial Attitude on Business Cooperation Decisions: Proposal for a Structural Model”. The main aim of the paper was to shed new light the interface between entrepreneurship and strategic alliance can be studied as a process that influences strategic alliances decisions. By applying the typology of entrepreneurial attitude was fundamental in its quest for motivating firms in their strategic alliances. The researchers propose a structural model that was permit an analysis of the influence of entrepreneurship on alliance decisions. Key entrepreneurial constructs were identified and included in the model within several dimensions: they are Entrepreneurial spirit, decision to cooperate, gains from strategic alliances, and
performance. The study concluded with some theoretical hypotheses and conceptual ideas on how entrepreneurs’ attributes might influence decisions of strategic alliances, suitable for empirical evaluation in future research.\footnote{39}

R.K Garg (2010) said the MSME-DI was involved in identified prospective very encouraging scheme for entrepreneur under whom they can avail 75 per cent reimbursement on the total cost of acquiring ISO certificates or getting barcodes. As part of its marketing development programme, the MSME-DI was encouraging entrepreneurs to showcase their products in foreign markets. Last year, 15 entrepreneurs were sent to Japan and Korea to showcase their products. The results were very encouraging and the entrepreneurs received a healthy number of orders for their products from both counties. A scheme called the Prime Minister’s Employment Generation Programme (PMEGP) had been started to redress the issue of unemployment in the region. Under the PMEGP, loans of up to Rs.25 lakh are provided to unemployed youth and existing entrepreneurs to help them in their business ventures.\footnote{40}

R Jubi and Dr K S Chandrasekar (2010) in their study entitled “Enterprises Development and Sustainability – Need for Entrepreneurship Education for Women”. This paper was throwing light towards the need for women entrepreneurship as a curriculum in schools and colleges with the main objective of enterprise development and sustainability in Kerala. The study concluded that enterprise activity can be sustained if and only if the entrepreneurs were having a sound background in the different areas of
entrepreneurship development. Especially this article stress on the fact that the concept of entrepreneurship must reach and every corner of the country and it must enlighten the confidence of the entrepreneurs. Once again it must be provided with different aspects of knowledge in fulfilling the thinking capability and other relevant areas so that the organizational development can be achieved which was in turn relevant to the sustainable growth of the enterprise.41

Henrique Flory Tales Andreassi and Macro Antonio Carvalho Teixeira (2010) their study “entrepreneurship: Opportunities and Challenges for Republic Policy for the Low-Income Population”. This study aimed to analyse in an exploratory-descriptive way, three case studies on support programme for entrepreneurship among low-income groups in the communities of Sao Jose dos Campos, Taruma and the district of Itaim Paulista in Sao Paulo City, all in the State of Sao Paulo in Brazil. The goal was to identify evidence that points to flaws in these programmes so as to offer improvements. The focus of the work was the effectiveness of the programmes and policies, integrated municipal planning and social inclusion, primary obstacles and facilitators for the programmes. The study resulted that despite the managers being clearly aware of the failure and needs of the existing programmes and having a good understanding of the expectations and capabilities of the target-audience, they still fail to bring off integrated and optimum solutions that could correct this failures.42
Roudaki Jamal (2010) in his study titled “Entrepreneurial Higher Education”, entrepreneurial activities fuel economic development as they are job creators. The Global entrepreneurship Monitor surveyed entrepreneurial attitudes, activity and aspirations from Total Early-Stage Activity and Firm Entrepreneurial Activity perspectives. The study approached end up with the same result of having accounting and financial knowledge. It is suggested in the literature that advisors provide necessary advice on all developmental phases of the business, including the two important areas of accounting and financial analysis. The study resulted that of young adults’ attitudes towards entrepreneurial activities suggest that university curricula should not neglect such fundamental economic activities.43

Vetrivel S.C in his study “Entrepreneurship and Education: A Missing Key in Development Theory and Practice”, the study find that organizations agenda had not started yet to incorporate the basic insights regarding the link between the two factors and concludes that this situation creates opportunities for a rich analytical and policy agenda in the area of education and entrepreneurship.44

Shabana A. Memon in her study titled “Social Entrepreneurship: Issue For A Better World!”’, an attempt was done in this paper to highlight social entrepreneurs in India and across the globe, their innovative initiatives and its output to remark the world for better. This study comprises of three components that emerge out of the problem, a sustainable solution and social change. The study concluded that the social entrepreneurs are not content just
to give a fish or teach how to fish. They were not rest until they have revolutionized the fishing industry. This revolution was fundamentally changing the way society organizes itself and the way to approach social problems. Finally the researcher say that the importance of having the goal of making meaning for your company was more than making money because, if make you meaning, you are more likely to make money; but if your major goal was to make money, then you are unlikely to make either.45

Tarak Nath Shaw analysed (2010) “A Discriminant Model for Assessing Entrepreneurial Talent: A Case Study of Jharkhand”. The evaluation of an entrepreneur was therefore a prerequisite while appraising a project for financial assistance. Banks and financial institutions in India employ purely judgment appraisal procedures to assess the capabilities of the entrepreneurs. As a part of the research on the influencing factors with regard to the effectiveness of entrepreneurs, research data pertained to some ‘successful’ and ‘unsuccessful’ small business entrepreneurs of Jharkhand in India had been used to develop the discriminant model. 227 sample SSI units chosen under the study by adopting simple random systematic interval sampling technique. The data constituted the entrepreneurial traits (10 variables), attitude (13 variables) and business skills (12 variables) of the entrepreneurs. The collected data was analyzed through AVOVA, Multiple Regression and Discriminant Analysis. This study concluded an analysis of the deficiencies was helping the banks, financial institutions and sponsoring agencies to assess whether the deficiencies was removed through training or some other interventions. If the deficiencies
are found to be very serious in nature, then these agencies will be in a position to decide not to finance the entrepreneurs. It was help banks and financial institutions to finance the right kind of entrepreneurs who had the potential for success, thereby reducing the chance of loans becoming Non Performing Assets.46

Subhashree Natarajan and Dr.K.Ravichandran (2011) their study entitled “Unleashing the Entrepreneurial Spirit for Sustainable Growth in Employment of Urban-Poor”. The research identified and evaluated the prevailed entrepreneurial spirit of educated urban-poor. The measures of instrument included Entrepreneurial Intentions, Perceived Desirability, Positiveness of Past Entrepreneurial Experience, and Propensity for Proactive Behaviour. The research explored that self-employment was driven by the sense of positive and progressive change, individuality, conviction, ability to encounter difficult situations, continuous urge for improvement in lifestyle and constant hunt for new projects. The research was descriptive method with systematic stratified random sampling technique to the help with 510 families in Chennai. The collected data was analysed with the correlation, regression and factor analysis. The study concluded that the entrepreneurial spirit could be nurtured and fruitfully developed with strong political willingness and administrative capabilities to implement good governance principles that ensure transparency, accountability and involvement of citizens in decision-making.47
2.3 Self-Help Groups

Rengarajan (1996)\textsuperscript{48} in his paper “Linkage Banking for Micro-Finance in India: Some Models and Issues”, discussed the features of some micro-level institutions, which could be linked to the banks. The author illustrated the system of linkages between the financial institutions and the various local institutions for reaching the poor people. According to him, each one of the Indian villages could be treated as a social laboratory where various types of micro-level innovative experiments on development through credit could be conducted. He further pointed out that linked informal groups such as self-help groups and involvement of Non-Governmental Organisations in micro-financing were vital experiments for sustaining poverty alleviation in India.

Mehrotra (1997)\textsuperscript{49} analysed State Bank’s experience with self-help groups. According to him, State Bank of India’s experience in financing self-help groups had been quite encouraging. The branch officials had themselves encouraged the poor to form self-help groups in a number of centers. They had also utilized the services of Non-Governmental Organisations for the very same purpose. He pointed that in the states of Tamil Nadu, Kerala, Karnataka and some parts of Andhra Pradesh, a good progress had been made possible due to the existence of some reputed Non-Governmental Organisations in these states. As regards the recovery, the author had drawn the conclusion that the branches have reported recovery ranging from 80 per cent to 90 per cent from the self-help groups in small scale industrial sector. To sum up, the author had stressed that self-help group, is a good concept and every effort should be made to
ensure that this new experiment succeeds. He had also stated that self-help groups may eventually be the only viable units on accounts of low transaction cost, high percentage of recovery and mobilization of rural savings through the informal system.

Agricultural Banking Department of State Bank of Indore had analysed the financing through self-help groups from 1994 to 1996. The bank had linked 100 self-help groups comprising 2000 members in 11 of their branches. Out of the 100 self-help groups, 55 groups were from the down trodden section of the society, being scheduled classes. Thirteen groups out of the 55 self-help groups had been exclusively for women. Further, 49 groups were in rural centres and 6 were in urban centres. Against a saving of Rs.35,000/-, micro-credit of Rs.1.24 lakhs was made in September, 1994, by the bank. It was repaid in full in May, 1995. In July, 1995, these groups were given a loan of Rs.2.54 lakhs, which was repaid fully in January, 1996.

Usha Jumani (1997) has studied the reality of women in small business. She has described the main features of poor women’s economic activities in overall context of women in the economy, as well as of the small business. In here view especially poor women working in the informal sector of the economy are engaged in business of small size using traditional labour intensive skills, generating small incomes; their works are highly decentralized, depending on verbal transaction with few people and are based on mutual trust. The credit needs of the poor women are small in size but the number of women in need of such credit facility is very large. A detailed system will be
considered important to record all banking transactions. According to her, to ensure a high rate of repayment a band of dedicated officials and workers, who are able to involve themselves in the progress of the poor women’s life should be built.

Sangwan (1997)\textsuperscript{52} in his paper “Banking Through Self-Help groups – experience of Oriental Bank Gramin Project in Dehradun District”, analysed the direct effort of oriental bank in organizing the self-help groups and financing them. According to him, the success of financing the self-help groups depends upon the level of awareness of the persons, their economics status and the type of ongoing activities. The group approach ensured a wide coverage of poor families through bank credit and the response was comparatively higher than many other Government schemes because of the direct involvement of the banks.

Rengarajan (1997)\textsuperscript{53} had dealt with the issues related to rural credit. He had pointed out that micro-credit was necessary but it was not a sufficient condition for the promotion of micro-enterprises and identification of inputs like livelihood opportunities, business and production. The study stated that the bank linkage programme of self-help group had led to the externalization of a part of the bank’s work items of the credit cycle like credit need, appraisal, disbursal, supervision and repayment. This had led to the reduction of formal paper work and transaction cost.

Karmakar (1997)\textsuperscript{54} had studied all the Self-help groups, Non-Governmental Organisations and Banks in Orissa of the credit linkage
established up to March 1995. The study was conducted in mid-1996 and it covered the entire state with the sample of 8 Non-Governmental Organisations, 11 banks and 14 self-help groups. Structured questionnaires were used to collect data besides a field study consisting of interviews and through non-participated observations at self-help group level. One of the findings was that there were a few non-governmental organizations started savings and credit programmes among marine fishing folk through the self-help groups. For lending, they relied mainly on mobilization of savings. Since the amounts being very small, credit based on the savings of the community was not adequate to meet the requirements, particularly for assets. Loans were provided for growing crops, blacksmith’s work, making of hill brooms, trading and business. Repayment was 100 per cent among the women self-help groups. The choice of the members of the self-help group was limited to a few activities because the amount of micro-credit was small in the initial years of the linkage programme.

Kumaran (1997)\textsuperscript{55} had examined self-help groups promoted by a voluntary agency and their role in promoting thrift and micro-credit activities among the poor in Tiruppathi block of Andhra Pradesh. He had selected 90 active self-help groups who had approached local banks for micro-credit. Among the borrowers, only four were found to be defaulters. Micro-credit and group loans were used mainly to buy milch animals. Micro-credit from the banks had helped the borrowers substantially to increase the number of milk animals in their houses.
Moin Qasi (1997) had made in attempt to study rural development, the members of self-help groups in general. According to him members of self-help group were linked by a common bond like caste, sub-caste blood, community, place of origin or activity. He opined that women self-help groups were more effective and they had better chances for survival. Although social homogeneity was used in establishing these groups, the objective is purely economic. In his opinion while providing support to self-help groups, it was necessary to keep in level. According to him, first social awareness among the group members has to be created and then they have to move towards the economic empowerment. He felt that social and psychological empowerment ensures development of skills and consciousness for sustainability of any activity in the long run.

Selvaraju and Vasanthi (1999) in their paper “Role of Self-help Groups in Entrepreneurial Development” opined that the credit alone was not sufficient to encourage micro enterprises, equally important were the skill oriented training, use of improved technology and social preparation. In promoting micro enterprises, the self-help groups should not allow overcrowding. This would help to avoid unnecessary competition and problem of marketing the products.

Dodkey (1999) had analysed the role of the informal sector in improving the access of rural poor to the formal credit systems. According to him, self-help groups had a vital link in the credit delivery system. He had stated that the programme of linking self-help groups with bank made rapid
progress over the years. The number of self-help groups taking bank loans had increased from 255 in 1992-93 to 14,317 in 1997-98. The programme had benefited nearly 1,50,000 rural poor families. The repayment of loans both at self-help groups and bank level under the programme was excellent which almost 100 per cent were successful. RBI had advised the banks to treat self-help group financing as corporate agenda. Banks had also realized the potential of linkage banking.

Puhazenthil and Jayaraman (1999) had undertaken a study on the women participation and employment generation among the rural poor through informal groups. Primary data were collected from 25 randomly selected credit management groups promoted by Mysore Resettlement and Area Development Agency (MYRADA). The project area was Chitradma district in Karnataka and Periyar District in Tamil Nadu. The analysis of the groups in different stages of development revealed that the share of loan for non-productive purposes was significantly reduced from 76 per cent in new groups to 43 per cent in the stabilized groups. Similarly, the share of loan for productive purposes had been increased from 24 per cent in new groups to 57 per cent in stabilized groups. Forty three per cent of the household reported an increase of net income about 0.57 times during the post groups formation stage. The additional employment generated through the informal group lending worked out to be 172 days per member. The negative factors, which deterred the performance of the groups were found to be lack of effective leadership, less
involvement of Non-Governmental Organisations and consumption oriented loans.

Nanda (1999)\(^6\) had examined the Linking Banks and Self-help groups in India and the role of Non-Governmental Organizations. He had observed that the model Non-Governmental Organizations acting as a facilitator continued to be the most popular, since 42 per cent of such self-help groups were linked with banks by the Non-Governmental Organizations. The analysis had reflected the need for adopting different strategies and approaches in different regions of India. The strategy for the southern regions should be the consolidation and deepening of the programme and nurturing of emerging self-help group federations. But, it should be the expansion of the SHG programme by identifying and supporting new Non-Governmental Organizations in other regions, especially in the Eastern, Western, and Northern regions.

Karmakar (2000)\(^6\) examined the existing credit delivery system in India with special reference to the credit needs of rural poor. He dealt with the micro-credit needs of the disadvantaged groups like tribal and women in rural areas and the micro-enterprises in the non-farm sector in Orissa. The study focused on the credit requirements and the problems faced by the tribal people in availing institutional credit. It was felt that setting up of micro-enterprises particularly in the non-farm sector would go a long way in reducing the poverty in rural areas. According to him, micro-credit approach through self-help group would be the best mechanism to deliver the credit to the rural poor.
Mohanan (2000)\(^{62}\) had discussed the role of Non-Governmental Organisations in providing micro-credit. According to him, the Non-Governmental Organisations were the good catalysts or the facilitators of micro-credit. In many cases they guaranteed the loans taken by the women self-help groups. In some other cases, the Non-Governmental Organisations themselves took loans on behalf of the self-help groups and dispatched it to self-help groups. Organisations the Rashtriya Mahila Kosh (RMK), Friends of Women’s World Banking India (FWWBI) and th like, had provided credit directly to Non-Governmental Organisations so that they could give credit to the women self-help groups. For such loans, Non-Governmental Organisations were always be held responsible for the repayment. Many Non-Governmental Organisations had concentrated so much on the micro-credit programme, since they were either aspiring to transform themselves or trying to create separate micro financing institutions that would cater to the need of micro-credit programme.

Raman (2000)\(^{63}\) had analysed the experience of Primary Agricultural Co-operative Society of Kerala with self-help group. His study indicated that the recovery of loans from the self-help group was 95 per cent to 100 per cent as against 60 per cent to 70 per cent in similar directly drawn loans by members of Primary Agricultural Co-operative Society. The reason cited was that the members of self-help group were required to pay only 4.5 per cent interest after deducting the State Government incentive of 5 per cent from the usual 9.5 per cent charged to them. The low rate of interest and the government
incentive made a large difference between the income and profitability of members covered under self-help group and those who were not covered under the self-help group. The sample study showed that only around 10 per cent of members of Primary Agricultural Co-operative Society had been brought under the concept of self-help group. Even in this 10 per cent, only 60-70 per cent of them were actually benefited by the scheme, as the rest were cultivators of crops other than food-grains, fruits and vegetables. According to him, the self-help group concept had apparently reduced the poverty. Besides yielding encouraging results, the self-help group concept was bound to have a positive impact on the functional efficiency of the Primary Agricultural Co-operative Society as well.

Sharma (2000) had studied the role of self-help group in the development of the tribal people. According to him, self-help group have a flexibility of approach and working, but are incapable of developing work culture which the tribal themselves understood. He opined that there is a need for better coordination for the better performance of voluntary agencies and government department.

Gbezo (2000) examined the working of the micro-financing in West Africa. According to him, the small financial initiatives have helped mightily to provide new opportunity to impoverished street sellers, embroiders, mechanics, restaurateurs, artisans, agricultural workers, small entrepreneurs and others in both rural and urban areas. He had stated that micro finance was increasingly popular among women who had generally being ignored by the commercial
banks. The high rate of 98 per cent reimbursement seen in sub-Saharan Africa showed that the loans to the most deprived people were not only a way of rescuing the people from poverty but also stimuli for economic development. The most successful initiatives were taken by the network of people’s savings in Burkino Faso, the Kafo Jiginew (Granary Union), Network in Mail, and Alliance of Credit and Savings for Production (ACEP) in Senegal.

Hedge (2000) examined the self-help group, which had provided services to both farmers and banks for the smooth implementation of projects. Involvement of self-help group helped to increase the technical, financial and managerial capabilities of bank personnel and fruit growers. This had also resulted in better coordination in project implementation. In a project, where government service was inadequate in providing technology and inputs, self-help groups arranged everything on their own. In his opinion, credit institutions should look forward to promote self-help groups to create backward and forward linkages in the production process in rural areas.

Lakshmikandan (2000) has analysed self-help group in the “Life of Rural Poor with reference to Philiphit District in the Northern Part of Uttar Pradesh”. According to his study, the membership of the self-help groups consisted mostly of small landholders and agricultural labourers. Out of 74 self-help groups studied, 57 were exclusively for women and the balance 17 were men groups. The member strength varied from 10 to 20 and weighed heavily towards the larger figure. SRESOC was organising self-help groups in that district. Among the self-help groups, 11 groups were able to successfully
obtain sanctions from the lead bank of the district – the Bank of Baroda, which varied from Rs.20,000 to Rs.30,000. He opined that facilities for entrepreneurial development were available within the group at the micro level in terms of basic functions such as market study, providing resources, general production management and marketing management. The literacy rate of the members of some self-help group had been improved from 5 per cent to 90 per cent.

Ahmed (2000)°68 presented his experience in implementing micro-credit financing programmes among the poor in Bangladesh through Non-Governmental Organisations. He had worked with the field workers of four sizes of Non-Governmental Organisations. Key aspects covered in the presentation were micro-credit in Bangladesh, problems of repayment of micro-credit and pressure on the field workers on Non-Governmental Organisations. A majority of the poorer among the poor was not yet covered by Non-Governmental Organisations. Field workers preferred the not so poor and better educated clients, which was against the stated objectives of the Non-Governmental Organisations. Many people joined the groups only to get credit. The initial success of micro-credit programmes was attributed mainly to close supervision of the field workers. Field workers were pressed to disburse loans and to keep a good repayment record.

Ravindar (2000)°69 in his paper “Micro-Credit Needs More than a Policy”, had studied a specialized branch which covered 41 villages with 450 self-help groups covering 2250 poor families. The rapid expansion was
attributed solely to the ability of the branch to pay undivided attention and focus on the micro-credit activities. The average amount of loan outstanding per poor family was Rs.1019. The economic activity of the poor consisted of a bunch of activities as a unit rather than a single activity like keeping two buffaloes, a unit of 20 sheep’s or 500 poultry birds. He opined that to help the poor to pursue a basket of activities like keeping buffaloes, goats, fruit bearing trees, a composite loan should be given instead of unit-based loan.

Anand (2000)\(^7\) has studied the impact of micro-credit in Alapuzha (Kerala). In his opinion the micro finance programmes have enabled the poor to run a micro-enterprise by availing credit without an outsider dictating as to how and on what the loan should be used. According to him, the educated and better-off leaders dominated and were re-elected again in the self-help group. These re-elected leaders seemed to have ‘empowered’ and ‘benefited’ to the maximum. Unless the group leaders educate the entire team to manage the group, maintain accounts and other records, it may lead to the domination of a few and subordination of all other members.

Murugan and Dharmalingam (2000)\(^7\) had analysed the collective organisation of the activities of the self-help group members and their working pattern. They had studied self-help groups under Mahalir Thittam of Tamil Nadu Women Development Corporation. The self-help groups were identified by a village level household survey to provide the baseline data. According to them, the members of the self-help groups have gained confidence because of the increase in their relative financial independence and security. The literacy
skills of the members of the self-help groups were improved. The group members were attending the group meetings and the Grama Sabha meeting regularly and it developed their ability to interact and communicate with each other.

Nagayya (2000)\textsuperscript{72} had studied the United Nationa Development Programme project, which was implemented in the three districts of Anantapur, Mahabubnagar, and Kurnool in the State of Andhra Pradesh. According to him Andhra Pradesh and established a good record of performance by the integration of different programmes and the involvement of banks. The groups formed provided the opportunity to financing banks to expand their activities to self-help groups. He identified that the formation of groups needs to be cautiously pursued without undermining the autonomy of groups-a critical element in the effective functioning of the self-help groups.

Manimekalai and Rajeswari (2000)\textsuperscript{73} analysed the women self-help group-help groups formed by the Non-Governmental Organisations in rural areas of Trichirappalli District which were committed to promote rural women through self-employment. The Non-Governmental Organisation namely Society for Education and Village Action and Empowerment (SEVAE) has been working in about 362 villages and helping a total of one lakh women beneficiaries in different nature of self-employment like petty businesses, processing, production and service units. A sample of 70 women from seven sample villages wherein, the sample Non-Governmental Organisations were chosen at random for the purpose of the study. The primary data were collected
regarding the socio-economic background of the self-help group, nature of micro-enterprises activities, the problems and prospects of such enterprises.

Suriakanthi (2000)\textsuperscript{74} analysed the need for literacy of the members of self-help group. A random survey of about 120 groups showed nearly 95 per cent of the members and 75 per cent of the office bearers were illiterate. The office bearers managed to carry on the activities with the help of their husbands and the educated wards. They used to narrate the things happened in the meeting to their husband/ward and the report was prepared by them. Similarly, accounts were maintained by non members. Fifty per cent of the groups surveyed revealed that literate members wrote the minutes and accounts if the office bearers were illiterate. It was found that ten per cent of the illiterate members did not know the amount saved by them as a group. He pointed out the dire necessity to impart basic education to all self-help groups.

Sexena (2000)\textsuperscript{75} had stated that, to involve the Non-Governmental Organisations in the process of development, it is necessary that an environment of mutual trust and respect should prevail along with effective integration. Further the cordial relation between the Non-Governmental Organisations and Panchayat is very crucial to achieve something pertinent in the society. His analysis of the six months National Statistical Survey (NSS) data had showed that the percentage of poor in the total population had declined from 36 per cent in 1993-94, but not at the targeted pace to reach 16.5 per cent in 2001-2002, the level which was projected to be achieved by the end of the Ninth Plan period.
Sundari and Geetha (2000) examined the gender disparity in access to institutional credit. In their opinion, the disparity was gradually narrowing down over the time. The empowerment of poor rural women would be possible only if they were trained and skilled for a certain employment. According to them, skill training included enterprise development, increased access to credit, new approach to markets and social, economic and political strategies.

Kulshresthan (2000) had studied the various aspects of micro-finance and credit needs of rural women. It was observed that women were facing the difficulty in applying for credit. The reasons cited were certification of identity and lack of assets for furnishing security. It was found that micro-credit through the banks had resulted in 85 per cent reduction in the transaction cost to the borrowers with the elimination of complex documentation and procedures and reduction in time and cost incurred in repeated visits to banks.

Dadhich (2001) in his paper ‘Banking with the Poor – need for New Savings Linked Loan Products’ had examined the poverty incidence, financing for the poverty alleviation programmes and micro-credit. Micro-credit delivery mechanism had been tried in different parts of the world to improve the recovery of loans from the poor, as well as to reduce the transaction costs and to improve the capability of the poor through the social inter-mediation. The self-help group movement had covered 1.19 million families as against 64 million poor families at the end of March 2000. Loans of the schedules commercial banks up to Rs.25,000 constituted 89 per cent of the total loan accounts whereas 12.5 per cent was outstanding in the end of March 1998. in
his opinion, segregating the small loans to form a separate entity, banks would be able to reduce 89 per cent of accounts by losing only 12.9 per cent of their loaning line as a result of reduction in their transaction costs.

Monique and Jennefer (2001)\textsuperscript{79} in their paper “Micro-finance, Risk Management and Poverty”, have said that micro-finance programme extended a lot of help to the poor and the near poor to cope with risks and vulnerability and to create opportunities for income generation. According to them, the experience of different countries in implementing micro-credit exhibited that the programmes have been more successful in reaching moderately poor and vulnerable households rather than extremely poor households.

Puyalvanan (2001)\textsuperscript{80} had studied micro-credit and women empowerment through Centre for Rural Systems and Development (CRUSADE), a Non-Governmental Organisation. A survey was conducted to assess the economic status of the families especially the poorer households in the group. Women members were granted loans up to Rs.3,000 for enterprises such as small business, goat rearing, fish vending and the like. During the year 1998-1999 CRUSADE trained and arranged loan for 129 women for income generating activities. The training stirred the conscience of the members and encouraged at least one self-help group to effectively control illicit liquor brewing in their village. CRUSADE in collaboration with Magalir Thittam helped the self-help group members to attend Gram Sabhas and participate in discussions. It enabled political empowerment of the women.
Veluraj (2001) had studied the status of women, promotion of self-help groups, involvement of voluntary agencies, diversification of women workers, women micro enterprises, rural marketing, rural distribution system and linkage programme of the NABARD. Voluntary agencies had played a pivotal role in encouraging women entrepreneurs through income generating programmes. He opined that, importance had to be given to empower the women in rural areas with a view to attaining equal rights as those enjoyed by men and to achieve the objectives of self-help group in rural areas, the voluntary agencies should educate and make the self-help group members to practice a reputed system of accounting in order to regulate the management of funds.

Thomas (2002) had organized his book “Micro-Credit; Putting Development Back into Micro-Finance” in two parts. The part one broadly discussed the financial services such as savings, credit and insurance that were being provided by micro-finance institutions supported by case studies from SEWA bank, BASIX, Mysore Resettlement Development agency, CDF and the like. Organizational and institutional issues of micro-finance had also been analysed in great depth and indicated the possibility of the groups being exploited and used by outsiders.

Pallavichavan and Ramakumar (2002) in their paper “Micro-Credit and Rural Poverty” have reviewed the empirical evidence of NGO-led micro-credit programmes in several developing countries and also compared them with the state-led poverty alleviation schemes in India. The study showed that
micro-credit programmes had been able to bring about a marginal improvement in the beneficiaries’ income. However, the beneficiaries had not gained much in technological improvements, since the emphasis was given to ‘survival skill’. According to them, the practice of repayment of Grameen Bank loans by making fresh loans from moneylenders has resulted in the creation of ‘debt cycles’ in Bangladesh.

Badal Chandra Das (2002) had examined the rural women of Purulia district in West Bengal in micro enterprises. According to him, women self-help groups were the effective tools for the promotion of micro-enterprises in rural areas in the district. The women managed the micro-enterprises like poultry farms, rearing ducks, goats, and bullocks. The people who owned poultry unit earned an average monthly income of Rs.1500-2000 and goat rearing had an income of Rs.1000-1500 per month.

Gurumoorthy (2002) had studied the micro-credit funding sources and the amount sanctioned. Out of the 27,000 self-help groups found in Tamil Nadu, 5400 self-help groups had been linked with banks and the banks advanced them to the extent of Rs.9 crores. Self-help groups have the power to create a socio-economic revolution in the rural areas of the country. In this opinion, self-help group members must be prepared to undertake entrepreneurial activities at smaller level with minimum capital requirements.

Punithavathy and Eswaran (2002) had undertaken a study on mobilizing women at the grass root through self-help groups. Hundred women members of self-help groups had been chosen using non-random sampling
method from various villages of Sedapatti Block. It was found that only 32 per cent of the members had availed bank loans and majority of them (59%) were engaged in petty business so as to suit to their skills and education. The petty businesses were mostly milk vending, petty shops, banana leaf cutting, vegetable vending, cloth selling and running tiffin centres. The study revealed that 95 per cent of women felt that self-help groups had enhanced their economic status and participation in decision making process. Even though one fourth of them felt that there was no significant increase in their own income, 92 per cent of them were of the opinion that self-help groups had reduced their vulnerability towards famine, flood and unforeseen events.

Punithavathy and R. Eswaran (2002) had analysed the empowerment of women through micro-credit. To find out the impact of micro-credit in Sedapatti Block of Dindigul District, Tamil Nadu, hundred women respondents who had availed micro-credit were chosen using the non-random sampling method from various villages of Sedapatti Block. The study revealed that 96 per cent of the respondents saved more than Rs.25 per month. The micro-credit had resulted in significant increase in the income of women. Out of the 100 respondents, 68 (68%) had positive outlook towards the financial self reliance. The micro-credit had resulted in breaking social, cultural and religious barriers to equal development of women and increased the status of participation in the decision making of women in democratic institutions of the selected study area.

Sebastain Titus (2002) had examined the promotion of women entrepreneurs through self-help groups. According to him the women
entrepreneurs who had started small enterprises expanded them into large scale units. Self-help groups had made readymade garments and exported them. A women self-help group in Dindigul District had been running a unit providing agro-services with a total turnover of Rs.12 lakhs or more per annum. But many were not able to reach this level. The reasons cited by him were Non-Governmental Organisations-availability of funds for investment, dearth of technical and managerial skills, inability to manage the labour, dual role burden lack of professionalism and gender bias.

Gurulingaiah (2002)\textsuperscript{89} had made an attempt to study the effort made by the NGO to empower the tribal women in Gubbi Taluk of Tumkur District in Karnataka Stat. The NGO, Abhiviruddi had helped the self-help groups to get financial assistance from the local credit institutions. The women groups had been continuously trained in the field of formation, organisation and management of the group, leadership quality, role and responsibilities, raw material procurement, marketing, revolving funds and institutional credit. The women were motivated and helped to procure raw materials which were locally available in the forests and in the private coconut plantations.

Kulshreshta and Archana (2002)\textsuperscript{90} had studied the role of micro-credit in the generation of income and promotion of savings habit among the poor, especially rural women to help them uplift their economic status. The results of the study indicated that significant changes had taken place in the living standards of rural poor in terms of increase in income, employment, consumption, savings and borrowing capacity.
Chiranjeevulu (2003) had studied the micro enterprises started by self-help groups in Warangal district (Andhra Pradesh). The micro-enterprises set up were chilly processing units. Srujana Mahilabhivridhi Upadi Mutually Aided Co-operative Society was formed with the membership of 514 women. Each group had raised a share capital of Rs.15,000. The group members predominantly belonged to backward class, scheduled caste and scheduled tribes. According to him, conversion of consumption based self-help groups into entrepreneurship oriented self-help groups led to employment generation and empowerment of women.

Panda (2003) had analysed the impact of micro-credit provided by the National Scheduled Caste Finance and Development Corporation (NSFDC), National Safai Karmacharis Finance and Development Corporation (NSKFDC), National Backward Classes Finance and Development Corporation (NBCFDC), and National Minorities Development and Finance Corporation (NMDFC). The analysis had shown that the loans provided by these corporations had been increased tremendously due to the adoption of micro-finance. NMDFC had provided assistance to over one lakh women living in the city of Mumbai and other parts of Maharashtra Karnataka and Goa. Under micro finance, assistance had been provided for purchase of equipment like utensils, gas stoves, pressure cookers, tiffin carriers and working capital.

Ritu, Kushawaha and Srivastava (2003) had examined the functioning of self-help groups in Kanpur Dehat District. For the study 25 women self-help groups were selected. Ten women members from each self-help group and 10
non-members from the same village were selected as respondents, to study the impact of self-help groups on their socio-economic status. The results revealed that the impact of self-help groups on socio-economic status of women was found to be significant in education, housing facilities, exposure of mass media, occupation, size of land holding and material possessions.

Footnotes


15. Ibid


40. S R Payeng, [www.DARE.co.in/interview/September 2010](http://www.DARE.co.in/interview/September 2010).


60. M.D. Dodkey, “Linkage of Self-help groups with Banks in India” Co-operative Perspective, July-September 1999, pp.15-16.


