CHAPTER - 5

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION

Based on the result analysis some of the findings are presented in the following pages for the brief understanding of the women entrepreneurial barriers and success factors in utility service businesses in the sample area.

5.2 FINDINGS OF THE STUDY

5.2.1 Findings based on the Frequency Analysis

1. **Marital status of the Women Entrepreneurs:** 55.9 percent of the Women Entrepreneurs are married and the remaining 44.1 percent are unmarried. It indicates that marriage is not a constraint to entrepreneurship. Supporting environment from family and social structure existing in the market are essential. Encouraging women in business is a positive sign towards social development. Economic empowerment of women can bring a lot of value addition to the family and to the society at large.

2. **Educational qualification profile of the Women Entrepreneurs in Utility Services Sector:** 27.2 percent of the Women Entrepreneurs have higher secondary qualification. Only 10.5 percent of the women have middle school qualification. It indicates that educational qualification has no relation with the entrepreneurial skills and success. The individual attitude and risk
taking nature based on his/her financial risk bearing capacity is found to be essential. Educational qualification may give an additional level of knowledge and information on the markets and its opportunities. Similarly work experience gives a lot of practical inputs on business and its processes.

3. **Work Experience Status of Women Entrepreneurs:** Women Entrepreneurs having work experience relevant to the nature of business is recorded at 33.7 percent indicates that work experience motivates women to go for entrepreneurship. Another 28 percent of the sample is engaged in entrepreneurship without any work experience. It may be due to ancestral business taken up by women. Basic training taken from the training institutions and starting one’s own business is very low. It indicates that training programmes on women entrepreneurship may not be provide good output in terms of converting job seekers to job creators.

4. **Type of the firm managed by the Women Entrepreneurs:** 33.9 percent of the Women Entrepreneurs are registered as private limited companies, 24.3 percent are unregistered sole proprietorship firms and only 6.1 percent are unregistered partnership firms. The notable feature is 13.4 percent of the women doing business are SHG model and the percentage is increasing day by day. The prime reason for this may be the group loans issued by banks to SHGs in easy way. In addition, the government is also encouraging the SHG model for entrepreneurship ventures due to risk mitigation.

5. **Year of Establishment and Business Experience:** 53.1 percent of the sample respondents established their ventures between 2006-2010 and it has fallen after 2010. This may be due to heavy establishment expenditure and maintenance costs of the businesses. The primary reason behind the sudden rise and fall indicates the environmental changes happening in the business
climate in the sample area. Business cycles and the economic slowdown all over the country after 2010 had an impact on business firms and also on the entrepreneurial environment.

6. **Entrepreneurial Intention of the Women in Utility Services Industry:** The reasons for starting business are recorded financial empowerment at 24.5 percent, 37 percent to gain business knowledge, 20.3 percent as employ and engage. On the other hand the least reasons quoted by the firms are Employment Avenue to choose the entrepreneurship. Whatever may be the reason quoted the regular engagement of business is ensured and it is the indicator of success of business.

7. **Average Annual Turnover:** The annual turnover of below Rs.50000, recorded among women entrepreneurs in the utility services sector is about 59.4 percent and another 34.7 percent indicated between Rs.50001 to Rs.100000. On the other hand only 5.9 percent of the sample respondents indicated that the annual income is above Rs.100000 which indicates that poor growth and development of the utility services sector in the sample area.

8. **Size of the firm on the basis of Number of Employees:** 64.2 percent of the sample outlets managed by women in the utility services sector have no employees and another 28.7 percent of the outlets have below 5 employees in the sample area. It indicates that the utility services sector is not managed by big firms. Majority of them seem to be self managed or managed with very less number of staff among the sample. In general utility services are wide spread and no regular customers will be there in most of the cases.

9. **Type of Business Running:** 25.9 percent of the utility service units in the sample are child care and daycare centres, 21.5 percent are catering and event management firms providing
catering services to small functions like birth days, anniversaries, wedding parties, rituals performed by different communities at different occasions, betrothal functions, get-togethers and other related ones in the local area. Tailoring and beauty care centres are common and standard utility services provided by women in the nearby locality. In most of the cases, beauty care centers are run for women and kids. Many are not interested to start men beauty care centres due to cultural and social barriers.

10. **Initial Capital Invested:** 37.9 percent of the sample units in the survey quoted that the initial capital invested is below Rs.25000, Another 36.4 percent invested Rs.25001-Rs.50000. It indicates that the utility services units in the sample are very tiny in nature and its operations are very limited to the locality. It may be due to lack of risk tolerance and avenues and resources required for the same. However, many felt that the existing business is quite comfortable for them and it is possible to have a regular and continuous business with the satisfied and regular customer. It is also quoted that the utility services require lot of trust and quality factor to continue. Timely delivery and service up to expectations are more important for sustainability and survival of business.

11. **Location of the Business:** 40.6 percent of the utility service centres in the sample are located at residential area, and another 31.2 percent are located in commercial areas like market, bus stand, community centres and other public gathering places. A survey says, utility services are meant for households and it is always advisable to have in the residential areas and the results shows the utility firms located in residential areas are earning better revenues and profits when compared to others in the sample.

12. **Sources of Working Capital:** 34.3 percent use private finance for working capital purposes, 32.2 percent adjust and borrow
from friends and relatives, 13.8 percent borrow from spouse and family funds, 11.7 percent adjust from own savings and business revenue and finally 7.9 percent borrow from banks. It indicates that, banks are not acting as sources of working capital for the utility service firms in the sample area. It is noted that, utility services firms too do not maintaining any bank accounts nor have some relationship with banks. Since, these women have no connectivity with banks, only loans with security can be availed from a bank. It is advisable to have an account and have some regular transactions with a bank. They can establish a rapport with a bank and get required funds for the expansion or for regular working capital. Private finances are costlier when compared to banks, still it is easy to get without any restrictions or formalities, hence, women prefer to go for the same.

5.2.2 Findings based on the Weighted Average Mean and SD

1. **Entrepreneurial Climate**: Entrepreneurial climate indicated by women are recorded as very good and positive support from the family and suppliers with the highest mean score value of 4.47, good support from the customers is with the mean value of 4.22, support from government agencies with the mean score of 3.74 and finally support from banks is recorded at 3.69 as least, indicates that the role of banks in utility services promotion by providing loans for establishment and for working capital is poor, when compared to other supportive and climate measures.

2. **Entrepreneurial Gaps**: Entrepreneurial gaps identified during the sample survey among women in utility services sector are broadly classified in to two types. On the basis of the mean value, it is noted that the primary gaps for entrepreneurship in utility services sector among the sample respondents are - Low level of risk tolerance and risk taking attitude with the mean score of 4.80,
Lack of marketing and negotiating skills with the mean score of 4.71, Inadequate financial resources with the mean score of 4.63, fear of failure with the mean score of 4.52 and finally Lack of resources, support and training with the mean score of 4.47. It indicates that the women in society and especially in utility services sector face gaps with resources and risk tolerance attitude. It can be overcome through training and development on the managerial skills and resource management techniques.

3. **Level of Awareness on Supportive Measures to Entrepreneurship:** Level of awareness on supportive measures offered to women by the government through different schemes is very low among the women in utility services sector. The high level of awareness found on limited supportive measures are identified with mean scores. Nationalized banks with the mean score of 4.51, State Finance Corporation with the mean score of 4.12, State industrial development corporation with the mean score of 3.74, District industries centers with the mean score of 3.83, Differential rate schemes with the mean score of 3.88 and Nehru Rozgar Yojana with the mean score of 4.88 in the sample. The awareness on various schemes needs to be spread among the entrepreneurs for the effective utilization and developing the number of ventures in the years to come.

4. **Motivating Factors of Women Entrepreneurship in Utility Services Sector:** Motivating factors of women in utility services sector are recorded as improved business knowledge with the mean score of 4.22, wide opportunities for growth and development with the mean score of 4.03, Availability of right location with the mean score of 4.11, Availability and accessibility of technical knowhow with the mean score of 4.19, Accessibility to the supplier and customer place with the mean score of 4.15, Government Support with the mean score of 4.38, Encouraging business environment with the mean score of 4.34,
Changing attitude of the society towards women entrepreneurship with the mean score of 4.33, national social recognition with the mean score of 4.03 and Improved support from NGO’s, Academic institutions with the mean score of 4.38 among the sample. It indicates that the level of awareness on motivating variables can encourage women to start utility services and over a period of time the level of motivation from the government and society in the form of incentives, recognitions and support may further boost them to adopt entrepreneurship.

5. **Success Factors of Women in Utility Services Industry**: The success factor of women in utility services entrepreneurship are knowledge acquisition with the mean score of 4.50, competitive scanning ability improvement with the mean score of 4.56, proactive searching behaviour with the mean score of 3.84, innovative behaviour with the mean score of 4.25, collective action with the mean score of 4.63, growth of new venturing with the mean score of 4.52 and finally newness value of new venture is identified with passion with the mean score of 4.67 among the sample respondents.

5.3 **FINDINGS BASED ON THE INFERENTIAL STATISTICAL ANALYSIS (T-TEST AND ANOVA)**

1. Since p value is less than 0.001, the null hypothesis, there is no significant difference between married and unmarried women with regard to entrepreneurial climate. Entrepreneurial gaps are observed among the women in utility services industry which is rejected at 1% level of significance. Hence, it is concluded that, there is a highly significant difference between the married and unmarried with regard to the dimensions of entrepreneurial climate, entrepreneurial gaps and barriers of women in utility services sector in the sample area.
2. There is a significant difference between the married and unmarried with regard to level of awareness on supportive factors, motivation factors of utility services sector among the sample. Based on the mean value, it is noted that, married women have higher level of awareness on the supportive factors of entrepreneurship in utility services sector. On the other hand, it is noted that, unmarried entrepreneurs are highly motivated when compared to married in the entrepreneurship.

3. There is no significant difference between the married and unmarried with regard to success factors of women in utility services industry. Based on the mean value, it is noted that, unmarried entrepreneurs in the sample survey have higher degree of success when compared to others in the sample.

4. Since the p value is less than 0.001, the null hypothesis, there is no significant difference between the year of establishment and the entrepreneurial climate, entrepreneurial barriers, supportive factors, motivation to start business, success factors of women entrepreneurs and suggestions to improve success rate of women entrepreneurship among utility service businesses. It is rejected at 1% level of significance. Hence, it is inferred that there is a significant difference between the year of establishment and the entrepreneurial climate, entrepreneurial barriers, supportive factors, motivation to start business, success factors of women entrepreneurs and suggestions to improve success rate of women entrepreneurship among utility service businesses.

5. There is a significant difference between the educational qualification and the entrepreneurial climate, entrepreneurial barriers, supportive factors, motivation to start business, success factors of women entrepreneurs and suggestions to improve success rate of women entrepreneurship among utility service businesses. Based on the mean value high level of barriers are
faced by the entrepreneurs who started business with UG degree and the high level of success rate is recorded among the entrepreneurs who started ventures with SSLC and HSC qualifications. It may be due to commitment and hard work in business.

6. Since p value is less than 0.001, the null hypothesis there is no relationship between the nature of business and the women entrepreneurial success in utility services industry is rejected at 1% level of significance. Hence, it is inferred that, there is a relationship between the nature of business and the women entrepreneurial success in utility services industry. Based on the mean value, it is observed that, registered proprietorship firms are highly motivated entrepreneurs and gave many suggestions for the success of the women in utility services industry. High level of entrepreneurial gaps is observed among unregistered partnership firms.

7. Based on the p value, the null hypothesis, there is no relationship between Type of business and the dimension of women entrepreneurial success in utility services industry. It is rejected (p value is less than 0.001). Hence, it is inferred that, there is a relationship between Type of business and the dimension of women entrepreneurial success in utility services industry. Based on the mean value, it is noted that the beauty care centres are having high level of motivation, supportive measures and success along with the entrepreneurial gaps among the sample area. It is concluded that the beauty care centres are the prime utility service business in the sample area.

8. There is a relationship between the type of business running and the success factors of women entrepreneurship in utility services industry. Based on the mean value, it is noted that, high level of success rate is observed among the beauty care centres when
compared to others in the sample. It may be due to the large number of women is preferred to have beauty care centres and there is an increased demand for the beauty care centres in the recent past. In addition, managing beauty care centre is flexible when compared to other businesses in the utility services industry.

9. Since p value is less than 0.001, the null hypothesis, there is no significant difference between the work experience and the entrepreneurial climate, entrepreneurial barriers, level of awareness on supportive measures, motivating factors, success factors of utility services business, and suggestions to improve success rate of women entrepreneurship among utility service businesses. It is rejected at 1% level of significance. Hence, it is inferred that, there is a highly significant difference between the work experience and the entrepreneurial climate, entrepreneurial barriers, level of awareness on supportive measures, motivating factors of utility services business, and suggestions to improve success rate of women entrepreneurship among utility service businesses. Based on the mean value, it is noted that, women who have undergone basic training perceived a favorable climate when compared to others. It is due to additional information and knowledge related to suppliers, customers, marketing practices, sources of finance and other managerial aspects of business that they gained from the training programmes.

10. There is a highly significant difference between the reason for starting the business (entrepreneurial intention) and the entrepreneurial climate, entrepreneurial barriers, awareness on supportive factors, motivation to start business, success factors of women entrepreneurs and suggestions to improve success rate of women entrepreneurship among utility services sector. Based on the mean value, it is noted that, the women entrepreneurs started business with an intention to use the learned skills perceived that
the entrepreneurial climate is positive and appreciable when compared to others. Similarly, high level of entrepreneurial gaps is found among women who started business with an intention to employ and engage them in life. High level of awareness on supportive measures is found among women who started business with an intention to gain business knowledge. High level of motivation is found among women who started business with an intention to have financial empowerment in life and finally, high level of success is observed among women started business with an intention to make use of the skills learned by them. It indicates that entrepreneurial success is different from person to person. Common issues may affect each one of the women in utility services businesses.

11. Since p value is less than 0.001, in null hypothesis, there is no relationship between the annual turnover and the perceptions on entrepreneurial gaps, success factors of women in utility services sector is rejected at 1% level of significance. Hence, it is concluded that, there is a high relationship between the annual turnover and the perceptions on entrepreneurial gaps, success factors of women in utility services sector. Based on the mean value, it is noted that, the women having below Rs.50000 annual turnover felt a positive entrepreneurial climate and high level of success rate when compared to others.

12. There is a highly significant difference between the size of the firm and the entrepreneurial climate, entrepreneurial barriers, awareness on supportive factors, success factors of women entrepreneurs in utility service sector. Based on the mean value, it is noted that, positive entrepreneurial climate and high level of success factors are observed among firms having more than five members as staff when compared to others in the sample. High level of entrepreneurial gaps is observed among firms having one to five staff members and running the business. High level of
awareness on supportive measures of entrepreneurs is found among the firms running self and without having any staff members. It is observed that a wide spread differences on the factors affect women entrepreneurial success in utility services sector.

13. Since, it is observed that the p value is less than 0.05, the null hypothesis, there is no relationship between number of employees (size of the firm) and the motivating factors of women entrepreneurial success in utility services industry. It is rejected at 5% level of significance. Hence, it is noted that, there is a significant relationship between number of employees (size of the firm) and the motivating factors of women entrepreneurial success in utility services industry. Based on the mean value, high level of motivation is observed among the firms having less than five employees in the utility services firms managed by the women.

14. There is a highly significant relationship between the initial capital invested and the perceptions on entrepreneurial climate prevailing in the sample area, entrepreneurial gaps observed, and awareness on supportive measures to entrepreneurship, motivational factors of women entrepreneurship and the success factors of women in utility services sector. Based on the mean value, it is noted that, initial capital invested has some relationship with the success of women in utility services industry.

15. Since p value is less than 0.001, the null hypothesis, there is no relationship between the location of the business and the perceptions of the entrepreneurial climate, entrepreneurial gaps and awareness on supportive factors of women entrepreneurship in the utility services industry. It is rejected at 1% level of significance. Based on the mean value, it is noted that, positive
entrepreneurial climate is observed by women having business outlets in the residential area and townships. On the other hand high level of entrepreneurial gaps is observed by women having business in commercial areas when compared to others. Similarly high level of awareness on supportive factors of entrepreneurship and the motivation is observed among women running businesses in townships.

16. Since p value is less than 0.001, the null hypothesis, there is no relationship between the location of the business and the perceptions of the entrepreneurial gaps and awareness on supportive factors of women entrepreneurship, motivational factors and success factors of women in the utility services industry in the sample area is rejected at 1% level of significance. Based on the mean value, it is noted that, high level of entrepreneurial gaps are found among the women using banks as source of finance, high level of awareness on supportive factors of entrepreneurship is found among the women using friends and relatives as sources of finance, higher levels of motivation is found among the entrepreneurs using their own savings and business revenues as sources of finance. The high level of success is observed among women using banks as sources of finance in business when compared to others. It may be due to lower levels of rate of interest and timely availability of funds for the business.

5.4 FINDINGS BASED ON THE CHI-SQUARE TEST (ASSOCIATION BETWEEN DEMOGRAPHICS AND ENTREPRENEURIAL SUCCESS OF WOMEN)

1. Since p value is less than 0.05, the null hypothesis, there is no association between the marital status and the level of success among the women in utility services industry is rejected at 1% level of significance. Hence, it is concluded that, there is a
significant association between the marital status and the level of success among the women in utility services industry. Based on the mean value, it is noted that, high level of success rate is observed among unmarried entrepreneurs when compared to others.

2. Since p value is less than 0.001, the null hypothesis, there is no association between the educational qualification and the level of success among the women in utility services industry. It is rejected at 1% level of significance. (Chi square value is 119.223 and p value is 0.000) Hence, it is inferred that, there is a highly significant association between the educational qualification and the level of success among women in utility services industry. Based on the mean value, it is observed that, women entrepreneurs with higher secondary qualification recorded higher levels of success rate when compared to others.

3. There is a highly significant association between the year of establishment and the level of success among the women in utility services industry. Based on the mean value, it is noted that, start ups established during 2006-2010 achieved better success rate when compared to others.

4. Since p value is less than 0.001, the null hypothesis, there is no association between the annual turnover and the level of success among women in utility services industry. It is rejected at 1% level of significance. Hence, it is concluded that, there is a highly significant association between annual turnover and the level of success among women in utility services industry. Based on the mean value, it is noted that, the high level of success rate is observed among entrepreneurs with the range of annual turnover of below Rs.50000. It indicates that the direct involvement of entrepreneur and carrying out the business activities on their own show a better performance.
5. There is a highly significant association between the number of employees (size of the firm) and the level of success among the women in utility services industry. Based on the mean value, it is noted that, high level of success rate is observed among the firms working with out on roil employees and the day to day activities are performed by the entrepreneur on her own. It indicates the need for expansion of the firms and improves in terms of area of operation and number of services provided. A service line and service quality and timely provision may further help to grow in the business at the earliest possible time.

6. Since p value is less than 0.001, the null hypothesis there is no association between the type of business and the level of success among the women in utility services industry. It is rejected at 1% level of significance. Hence, it is concluded that, there is a highly significant association between the type of business and the level of success among the women in utility services industry. Based on the mean value, it is noted that, beauty care centers operated by women are recorded high success rate when compared to others in the sample.

7. There is a highly significant association between the initial capital invested and the level of success among the women in utility services industry. Based on the mean value, it is noted that, women entrepreneurs having invested below Rs.25000 as initial capital are recorded high success rate when compared to others in the sample. It indicates that utility services sector requires little investments and high level of personal commitment on quality of services rendered to the customers. Here another observation made during the sample survey is that, the customized services on the basis of budget and requirements of the customers is mandatory as reported by many entrepreneurs. Standard price, standard service quality, standard operating time for business will not be suitable. When a customer is interested in visiting the shop
or many of times the customer prefers that services be provided at his/her doorstep. This is a positive point to business in the reduction of operating expenses, but these services should be on appointment and it is better to have it at noon, when the number of customers visiting the shop is less. A balanced approach needs to be adopted for the effective functioning of the utility service businesses in the market environment.

8. Since p value is less than 0.001, the null hypothesis, there is no association between the sources of capital and the level of success among the women in utility services industry. It is rejected at 1% level of significance. Hence, it is concluded that, there is a highly significant association between the sources of capital and the level of success among women in utility services industry. Based on the mean value, it is noted that the utility services firms using the private finance as a source of capital has recorded a high level of success.

9. Since the p value is less than 0.001, the null hypothesis there is no association between work experience and success rate among the women in utility services industry is rejected at 1% level of significance. Hence, it is inferred that, there is an association between work experience and success rate among the women in utility services industry. Based on mean value high level of success is observed among the no work experience category of women entrepreneurs. Further it is inferred that the entrepreneurs engaged work relevant to study observed low and average level of success rate in the business.

10. Since p value is less than 0.001, the null hypothesis, there is no association between nature of business and success rate among the women in utility services industry. It is rejected at 1% level of significance. Hence, it is inferred that, there is an association between nature of business and success rate among the women in
utility services industry. Based on the mean value, it is observed that, unregistered proprietorship firms had high level of success in utility services industry.

11. Since p value is less than 0.001, the null hypothesis, there is no association between reason for starting business and success rate among the women in utility services industry. It is rejected at 1% level of significance. Hence, it is concluded that, there is an association between reason for starting business and success rate among the women in utility services industry. Based on the mean value, it is noted that, high level of success is observed among women engaged in business with an intention to get financial empowerment among the sample.

5.5 FINDINGS OF THE CORRELATION CO-EFFICIENT ANALYSIS

1. Entrepreneurial climate is negatively correlated with entrepreneurial gaps observed (r= -0.176, P= .000), this implies that the entrepreneurial climate increases the entrepreneurial gaps among women in utility services business in the sample area. The necessary measures to correct the entrepreneurial climate need to be taken by the government to improve the entrepreneurial culture and to attract more women into entrepreneurship in utility services sector.

2. Similarly entrepreneurial climate is negatively correlated with the awareness on supportive measures to entrepreneurship in the sample survey and the same is reflected in statistical analysis with the observed values of (r= -0.197,P= .000) this implies that the entrepreneurial climate does not provide any platform to improve the level of awareness of supportive measures of entrepreneurship to women in utility services industry.
3. On the other hand, it is noticed that the entrepreneurial climate is positively correlated with motivational factors, success factors and suggestions to improve the women entrepreneurship in the sample area, with the observed statistical values of \( r= 0.453, P=.000 \), \( r= 0.291, P=.000 \) and \( r= 0.146, P=.000 \) respectively. This indicates that, the entrepreneurial climate is positively correlated with the motivational, supportive factors and suggestions to improve the entrepreneurship.

4. Entrepreneurial gaps indicated are negatively correlated with awareness on supportive factors, motivational factors and suggestions to improve the entrepreneurship in the sample area. The statistical results represents that, the relationship with the recorded values of \( r= -0.294, P=.000 \), \( r= -0.148, P=.000 \), and \( r= -0.358, P=.000 \) respectively. On the other hand entrepreneurial gaps are directly correlated with the success factors with the statistical results values of \( r= 0.216, P=.000 \) among the sample survey.

5. Level of awareness on supportive measures is negatively correlated with success factors and suggestions to improve the entrepreneurship is made. On the other hand, it is noted that the relationship with motivational factors is positive and direct with the results of \( r= -0.541, P=.000 \), \( r= -0.089, P=.000 \), and \( r= 0.355, P=.000 \) respectively.

6. Motivational factors of women entrepreneurship is directly correlated with the success factors and suggestions to improve the women entrepreneurship in the utility services sector with the statistical evidences of \( r= 0.295, P=.000 \) and \( r= 0.220, P=.000 \) are stated in the sample survey. This indicates that, the level of motivation improves the level of success of women in entrepreneurial ventures. Finally, success factors of women in utility services sector is positively correlated with the suggestions
to improve the entrepreneurship with the statistical values of \((r=0.547, P=0.000)\) in the sample survey.

5.6 FINDINGS BASED ON THE FACTOR ANALYSIS

5.6.1 Entrepreneurial gap factors among the Women

1. **Scarcity Factor:** For any business, both physical and intellectual resources are required. In the sample survey, it is found that the women in utility services sector, lack financial, professional, managerial and administrative aspects. The success of entrepreneurship depends on the level of resources deployed and the effective management. Hence, the scarcity factor is a primary entrepreneurial gap for women entrepreneurship.

2. **Personal Factors:** For many women entrepreneurs, it is found that the domestic problems are plenty and hence they are unable to focus on entrepreneurship, lack of confidence, mobility and negotiating skills are major issues. These are purely personal and can be overcome with commitment and attitude and practice. Hence, it is advisable to have a basic training and awareness programme on business before venturing. This may help in coping up in the business, and it can reduce the gaps in business and entrepreneurship. The establishment of training centres and conducting basic skill development programmes at frequent intervals with flexible timing may improve the situation in the reduction of entrepreneurial gaps.

3. **Managerial Factors:** Entrepreneurship requires, risk taking ability, risk tolerance, decision making skills, financing capacity and managerial capacity of day to day operations. Women in utility services business lack these aspects and the same is reflected in statistical results. Hence, women need to take an initiative to improve both financial and managerial aspects before
venturing into business that can help in improving the success rate in entrepreneurship.

4. **The Entrepreneurial Factors:** The prime characteristics of entrepreneurship are innovation and risk taking attitude and venturing into business. The absence of these factors lead to failure of business at some point of time. To attract the customer and to sustain service in market competition, innovation is key. It may be in the form of product, service delivery, modus operandi or service quality. Hence, women in entrepreneurship need to adopt dynamic innovative practices to curb the risk and go ahead with the market.

5.6.2 **Level of Awareness Factors on Supportive Factors of Women Entrepreneurs**

1. **Educational and Training awareness Factor:** For any learning education and training is important. Entrepreneurial education and training is a new concept to India and to the sample area. There may be traditional and family business entrepreneurs with high level of success rate. After globalization and open markets, it is not enough to have local and domestic business knowledge to succeed and sustain in the market. Basically, the level of awareness on educational and training facilities, institutions and its importance to women in utility services sector is less. It is necessary to create a forum to enhance the level of awareness on entrepreneurial education and training, availability of institutions and type of training provided by them along with the other details may enhance the level of awareness and thereby the level of success may go up in the years to come.

2. **Promotional aids-awareness Factor:** Similar to the education and training facilities awareness, many entrepreneurs are not aware of the promotional aids and financial support given by the
promoting bodies to the entrepreneurship to women in utility services sector. A similar study on MSMEs development quotes that many entrepreneurs, irrespective of gender and qualification, the level of awareness on promotional aids given by the government and other entrepreneurial development bodies was not known and not utilized till date. The prime bottle neck in getting such aids is level of awareness.

3. **Incentives awareness Factor:** The third category of variables, where the level of awareness is poor is awareness on incentives and subsidies provided by the government to women entrepreneurs. The incentives in the form of exemptions, concessions, discounts, holiday periods, and other promotional aids are not known to many. The schemes for getting different types of promotional benefits and incentives are different and to get from different channels at different points of time. Such information and awareness is not at all available to the women in business in general and utility services in particular.

4. **Financial avenues awareness Factor:** Finance is the lifeblood of business. Any business requires both seed capital and working capital for smooth functioning and to sustain in the market. In order to avail the finance from different sources, awareness on availability, investment avenues, sources of finance, cost of capital, concessions and reliefs under different schemes, funding agencies etc is essential.

5.6.3 **Motivating Factors of Women Entrepreneurs**

1. **Recognition Factor:** Money and profits may help in empowering the entrepreneur in the initial period. The success celebration and recognition is a long-term booster to the entrepreneur in business. In the recent past women in business are recognized and well celebrated. Hence the positive climate towards women
entrepreneurship is an appreciable one in the society and it will definitely help to increase the success rate of women entrepreneurs in the utility services sector.

2. **Financing Factor:** The financial inclusion and financial reforms pave a platform to women to board into entrepreneurship and to excel in the field of expertise. The changing climate is encouraging women through capital provision and other working capital loans under different schemes to women entrepreneurs which is a success factor and motivating factor to the women. Still, it has to go to the downtrodden mass to enlighten the lives of unprivileged class in the society. For that, utility services sector is one platform, where with limited financial resources; one can earn the livelihood and comfortable living. Hence, banks and financial institutions should focus on the utility services sector and encourage women through funding the start ups in the sector.

3. **Climate Factor:** Initially, women are not allowed to enter into business. A changing climate towards women and her entry into various types of business in an economy is a social change required in the country. Coincidentally, the financial growth in the markets, global market acceptance and opportunities through open market policy are quite encouraging to business. In this parlance, women in utility services also get some mileage in the form of having more affordable customers and the cultural change also gives some business to them. Hence, climate change is a natural motivating factor to women in utility services sector.

4. **Development factor:** In the recent past, organised retail and organised commercial malls have paved the way to imitating lifestyle and this has given room for personalized services by the customers in utility services sector. The demand for customized services has increased manifolds and it has given an opportunity to women in utility services like beauty care, tailoring,
personalized services like day care and housekeeping etc. Organised format of retailing has brought a sea of change in the socio-cultural aspects of life and business in many dimensions. One such dimension is creating demand for personalized services, and it is a motivating factor to women in utility services sector.

5. **Opportunity Factor:** The increased market demand and different government support schemes to women entrepreneurs is a motivating factor. Because of the changes in the economy and market structures, women need not go to places for business. E-Marketing, e-services and other B2C (Business to customer) and C2B (Customer to business) models of service provisions help women in business who excel in the market.

5.7 **SUGGESTIONS TO IMPROVE THE WOMEN ENTREPRENEURIAL SUCCESS IN UTILITY SERVICES SECTOR**

The suggestions picked from the review of literature are kept for the approval of the entrepreneurs in the sample survey and the same was grouped on the principal component analysis with Varimax rotation using Kaiser Normalization. The suggestions to improve women entrepreneurial success rate in the utility services sector variables are grouped into four factors. The factors are titled on the basis of the nature and the factor loadings scores. Suggestions to improve women entrepreneurial success rate in utility services business are:

- Education, Training and Development Factor,
- Supportive Factor, and
- Motivating and encouraging Factor.

The success of any venture depends on the level of training and awareness, support from the promotional institutions and market climate and motivation and recognition through rewards and incentives.
1. **Education, Training and Development Factor:** The suggestion variables loaded under this factor are that, Better educational facilities and schemes should be extended to women folk from the government with the factor score load of 0.952, Public trade promotion centers could also provide marketing outlets for the display and sale of products made by women with the factor score load of 0.937, Continuous monitoring and improvement of training programmers with the factor score load of 0.927, Adequate training programme on management skills to be provided to women community with the factor score load of 0.871, District Industries Centers and Single Window Agencies should make use of assisting women in their trade and business guidance with the factor score load of 0.842, Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level with the factor score load of 0.834, Infrastructure, in the form of industrial plots and sheds, to set up industries is to be provided by state run agencies with the factor score load of 0.802, and a Women Entrepreneur's Guidance Cell should be set up to handle the various problems of women entrepreneurs all over the state with the factor score load of 0.760 in the sample survey. All of the above indicates the need for education, training and development awareness creation through establishment of sufficient number of entrepreneurship development centres in the sample area.

2. **Entrepreneurship should be a passionate one.** It cannot be imposed on every one for the sake of doing it. The educational institutions may teach entrepreneurship but the entrepreneurship should be made practical while learning can give better exposure to the learners and thereby new methods of management for resolving the issues. The case method of learning may fulfill such objectives to some extent. The teaching faculty and the learning resources are also a matter in entrepreneurship. Specialized
institutions can help in grooming the same. The measures towards this can be initiated by the government and improve the women entrepreneurial success in an economy.

3. **Promotional Measures of Entrepreneurship**: The government, with a separate action plan for women entrepreneurship should be promoted for effective results. Such initiatives initiated in the form of SHG are successful to some extent. A continuous follow-up and promotional assistance can help in expanding the success of business.

4. **Supervisory Measures**: Majority of times, government and sponsorship bodies of women entrepreneurship do not supervise the ventures till its objectives are fulfilled for some reasons. In fact supervision brings much more success than promotion. Promotion is only a seed; the growing tree is supervision and control. The success is the harvest of the entrepreneurship and its measures are subsystems of entrepreneurship. Without subsystems, no integrated system will function in an effective manner. Hence, supervisory measures are mandatory and it can help in improving the women entrepreneurial success in utility services business.

5. **Supportive Factor**: Women need to be given priority in supportive aspects of entrepreneurship and other aspects of business supportive measures of the government. Starting from licensing to regulation of the firms, women can be given a liberal and supportive climate for enhancing women development in business. The various suggestions loaded under the supportive factor along with the factor score loadings consider women as specific target groups for all developmental programmes with the factor score load of 0.930. To encourage more passive women entrepreneurs, Women training programme should be organized that would teach to recognize her own psychological needs and
express them with the factor score load of 0.851. Encourage women's participation in decision-making with the factor score load of 0.756. Financial institutions should provide more working capital assistance both for small scale venture and large scale ventures with the factor score load of 0.669. This indicates the need for recognizing women as a special audience in the entrepreneurship and provide the required support for the entrepreneurial success. This can help in achieving the inclusive growth along with the economic development in an economy.

6. **Motivating and Encouraging Factor:** As Maslow said, for an individual motivation comes from his /her needs from time to time. Initially physiological needs followed by safety, social, recognition and self actualisation. Hence, no motivator is permanent in nature and hence, the motivation needs to be continual in nature. The suggestions loaded under this factor are More governmental schemes to motivate women entrepreneurs to engage in small scale and large-scale business ventures with the factor loading of 916, State finance corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs with the factor loading of 894 and Programmers for encouraging entrepreneurship among women are to be extended at local level with the factor loading of 728. This indicates the need for continuous government support through state agencies and to elevate the women entrepreneurial ventures into large scale and to reach out of the market at large. Large scale promotion with government support can help in break even and to gain the economies of scale.
5.8 CONCLUSION

A prerequisite for nurturing Entrepreneurship is the creation of a favorable business environment. This goal is at the heart of India’s economic liberalization initiatives. The key parameters of a conducive business environment include smooth flow of information; ease of starting a business and obtaining various clearances and permits; ease of filling taxes; an efficient legal system; enabling legislations and regulations; absence of corruption; and world-class infrastructure facilities. The present study finds that, majority of the women entrepreneurs select the business relevant to their study (33.7 percent); the number of women who ventured into business is between 2006-2010. It can be called as golden period for women entrepreneurial ventures. One key observation is 60 percent of the utility service businesses run by women entrepreneurs are reported very low level of annual turnover of below Rs.50000 among the sample. Child care and day care centres occupy the major choice of utility service firms in the sample area. 34 percent of the firms registered as private limited firms and 64 percent of the firms have no employees, and started with an intention to gain business knowledge.

Registered proprietorship firms are highly motivated entrepreneurs and gave many suggestions for the success of the women in utility services industry. High level entrepreneurial gaps are observed among unregistered partnership firms. Private limited firms and SHG model firms are getting more supporting measures from different sources among the sample. The overall success is observed as high among the registered proprietorship firms. High level of success is observed among the no work experience category of women entrepreneurs. Further it is inferred that the entrepreneurs engaged in work relevant to study observed low and average level of success rate in the business. Unregistered proprietorship firms are observed to have high level of success in utility services industry. And finally, high level of success is observed among women engaged in business with an intention to get financial empowerment among the sample.
5.9 SCOPE FOR FURTHER RESEARCH

The present study is conducted among women in utility services sector. The study is specific in nature and women in utility are also most of the times not at work full time. However the success of entrepreneurship is measured to know the various dimensions affecting the success of women in business. The studies by selecting different clusters and doing utility services business as full time occupation and the factors affecting their success can help in making a good policy for the development of women in entrepreneurship. Comparative studies between the states, businesses, and business models can be followed and their level of influence on success of women entrepreneurs can be a value addition to the existing literature.

Entrepreneurial success factors and motivators for women alone can be studied to know how a woman can be motivated to be an entrepreneur and to continue her journey towards success. Entrepreneurship is dynamic one and the entrepreneurial intention, readiness and the role of technology in women entrepreneurial success, in resolving the entrepreneurial issues, in getting finance and in managing the businesses are some of the others. Similarly, the change management practices among the women in business can be studied for understanding the adoption and accommodative levels of women in business. Work life balance, stress management, satisfaction levels are the other areas of interest that can be studied among the different sectors and pave a good platform for sharing and caring for the issues of women entrepreneurship. They can help women to cope with changes and to celebrate the expected success in entrepreneurship. Such an environment will be warmly welcomed for the development of the society and the economy at large.