CHAPTER 1

INTRODUCTION

- INTRODUCTION
- INDIAN WOMEN
- REVIEW OF LITERATURE
- STATEMENT OF THE PROBLEM
- OBJECTIVES OF THE STUDY
- SAMPLING
- METHODOLOGY
- SCOPE OF THE STUDY
- PROBLEMS ENCOUNTERED IN THE FIELD WORK
- LIMITATIONS OF THE STUDY
- OPERATIONAL DEFINITIONS OF CONCEPTS
- CHAPTER SCHEME
CHAPTER 1

INTRODUCTION

*You can tell the condition of a nation by looking at the status of its women* - Jawaharlal Nehru

1.1 INTRODUCTION

Human, physical and financial resources determine economic growth and development of the country. Even an abundance of natural and physical resources, machinery and capital may go blatantly underutilized or unused, if human resource is not adequately cultivated and managed. One of the objectives of planned development, therefore, is to develop human resources for full utilization. Fathoming this fact, all-round development of women is becoming a focus of study in modern world, since they not only constitute half of the human population of the globe but also sway the growth of the remaining half. ¹

Although women represent bulk of the labour force especially in the developing economies of Asia, Latin America and Africa, they are not yet brought under the fold of mainstream of development. Even in the societies which are called advanced or where the women are sole bread earners, women are still living in a state of subjugation. In USA, only 16 percent of employed scientists are female and the

numbers in basic sciences, engineering and mathematics are even lower. The basic problem or difficulty of “women entrepreneurs” is that she is a “women”.\(^2\)

However, their contribution to development has been appreciated. The problem of segregating women in the development process is now engaging the attention of policy makers, research and developmental agencies all over the world. Growing cognizance has previewed among nations that, if the operation of social and economic change has to be guaranteed, it is the women who has to be mobilized and who may lead the nation towards progress and prosperity.

Women by all means can be very effective agents of change for a better home, society and ultimately a better economy.\(^3\)

1.2 INDIAN WOMEN

India, with a population of 989 million, is the world’s second most populous country. Women constitute around 48.26 % of the population. India has 16 percent of the world’s population, but only 2.4 percent of its resources and, resulting in great pressures on its natural resources.\(^4\)

\(^3\) Kamala Singh, 1999, ibid, p.1
\(^4\) Ramesh, 2003, ibid, p.128
Out of a total women population of 440 million in India, 120 million of them live in Poverty.\(^5\)

India is one of the few countries where males outnumber females by a small margin, and this imbalance has increased over a period of time.

Women are a vital part of the Indian economy, constituting one third of the national labour force and a major contributor to the survival of the family\(^6\). The poorer the family, the greater is its dependence on women's income.

Despite progress in several key indicators, a gender analysis of most social and economic data demonstrates that women in India continue to be relatively disadvantaged in matters of survival, health, nutrition, literacy, and productivity.

Women in India and the world over constitute approximately 50 percent of the population. In official proclamations, they are at par with men. But in real life, the truth is otherwise. Indian society is still male dominated and women treated as weak and dependent on men. Indian women are particularly in a more disadvantageous position in the society. \(^7\)

Our *late Prime Minister Indira Gandhi* said, during the inaugural speech of the third International Conference of Women Entrepreneurs at Vigyan Bhavan in New Delhi on 2nd February 1984, attended by over 450 entrepreneurs from eighteen countries, "*No society could progress unless women, who contribute half of its population, were given equal opportunities*.⁸ Even after five decades of independence the position of women entrepreneurs could not be improved in our country in spite of the pledge made by the Constitution of India for equality of status and opportunities. Though the women represent 48.26% of our country's total population, the literacy rate of women remains at the level of 54.16 percent as against 75.85 percent for their male counterparts, as per 2001 census.⁹ The Labour Force Participation Rate (LFPR) of women, as per Institute of Applied Manpower Research (IAMR) yearbook 1996, is of the order of 31.5 percent and 15.5 percent in urban and rural areas of our country respectively, as against 56 and 53 percent for men. In terms of total labour force, women represent only 114 million as against 248.7 million of men.¹⁰

Our age-old socio-cultural conditions and taboos arrest the women within four walls of their houses and make their conditions more disadvantageous. Attitudinal constraints, social traditions and kinship system, inhibit the emergence of the latent potential of women power. Due to such unfavourable conditions, the development of women entrepreneurship has not been very encouraging in the country. In terms of absolute numbers, women

---

⁸ Singla and Poonam Syal, 1999, p.199
⁹ WWW.Census 2001. Com
entrepreneurs accounted for 29.01 percent of the total 4.70 million entrepreneurs during 2004-05.\textsuperscript{11}

In India, the entry of women in business is a recent phenomenon. As education has spread and compulsion for earning has grown, more and more women have started to go out of their homes and opt either for wage employment or self-employment/entrepreneurial career. Changes have started taking place as far as role of women in economic development is concerned. As a result of this, a section of urban women have emerged as entrepreneurs. Since the last two decades, women have started emerging on the business scene and some have achieved remarkable success too. Their task had been full of challenges, yet they steered the prejudices, family opposition, sneering and cynical remarks of co-workers and ultimately established themselves as independent entrepreneurs. And by doing so, they have unquestionably established the fact that women can be as capable and successful entrepreneurs as men.

The hidden entrepreneurial potential of women has gradually been changing with the sensitivity to their role and economic status in the society. \textsuperscript{12} Women are increasingly being conscious of their existence, their rights, and their work situation. And, yet, the middle class strata have not accepted their role and are not ready to change with the times for fear of a social backlash. It cannot be claimed that women have achieved equality with men, but they are

\begin{footnotes}
\end{footnotes}
well set on the roads towards this goal. However, the change is taking place, but the stigma still persists on their emergence in entrepreneurial roles. In India, men generally take the lead in the entrepreneurial world. With the change of time as well as cultural norms, and increase in literacy, women are increasingly ready to enter the field of entrepreneurship, "the masculine job".

Since the 1970's ushering in the decade of the international women's year, systematic efforts have been made by government to promote self-employment among women. Although women constitute about 48.26 Per cent of the total population of India according to 2001 census \(^{13}\), so far only a small minority of them have benefited from social legislation, new education and job opportunities. It is only when the process of development reaches out to all sections of the masses that the independent women will cease to be regarded as an oddity and find her place in society.\(^{14}\)

Central and state government institutions are springing up to promote women entrepreneurship by identifying the individuals from all communities and regions through organized programmes and thereby are assisting in setting up of enterprises. Crores of rupees are spent to uplift women and make them economically independent. A network of promotional agencies and institutions are involved in promoting women entrepreneurship through support measures in the form of finance, infrastructure, training, marketing facilities, legal guidance/counseling etc. In spite of their

---

\(^{13}\) [WWW.Census 2001.Com](http://www.census2001.com)

\(^{14}\) Pillai, 2000, "The Empowerment of Women Entrepreneurs-A conceptual Framework", in Dr. K.Sasikumar (ed) *Women Entrepreneurship*, NewDelhi: Vikas Publishing House, p.64
efforts, these agencies are unable to bring about the desired impact in the development of women entrepreneurship.

The effectiveness and efficiency of the policies and programmes set for entrepreneurial development are determined through the extent of achievement and their time efficiency to reach the desired targets.

Since the present literature and research on Institutional support system and development of women entrepreneurship in the study area is silent, it demanded a detailed enquiry in to the field to find out how far the development of women entrepreneurship has taken place through the supporting institutions of both Government and Non-Government Institutions. Hence, the researcher has made an effort to probe into the problem and meet the objectives set for the study.

1.3 REVIEW OF LITERATURE

Many studies have been carried out in the past on women entrepreneurship. A detailed review of the literature available threw light on some of the more predominant issues covered. A review of literature relating to evaluation of Women Entrepreneurs, their problems, and role of Supporting Institutions are essential to identify gaps. So that research efforts are concentrated on filling these gaps. Fifty studies relating to Women Entrepreneurs were identified. Out of which 16 studies relate to foreign countries such as US, Europe, Non-OECD (Organisations for Economic
Cooperation and Development) countries, Pakistan, Russia, China and UK. The remaining 36 studies are related to India. The studies varied in their objectives, coverage and content.

The review has been presented under two segments. Segment-A presents the review of literature relating to countries other than India, and Segment-B is concerned with the review of studies relating to India. The review has been synoptic in nature.

**A: Review of literature relating to countries other than India.**

Under this segment, the research works carried out in foreign countries such as US, Europe, Non-OECD countries, Russia, Pakistan, China, and UK has been reviewed. The details are as follows:

**Holly Buttner and Benson Rosen**\(^\text{15}\) (1988) suggest that women, compared to similarly situated men, have great difficulty securing financing for entrepreneurial endeavors. 106 Bank loan officers were evaluated on scales assessing nine attributes of successful entrepreneurs. They were *leadership, autonomy, and propensity to take risks, readiness for change, endurance, and lack of emotionalism, low need for support, low conformity and persuasiveness*. It was hypothesized that sex stereotypes influenced perceptions that women, compared to men, did not possess the characteristics necessary for successful entrepreneurship.

---

Results confirmed the hypothesis set in and women faces difficulties in securing working capital and bank officers acted in favour of men. From a banks perspective, the authors recommended to train loan officers to avoid falling back on sex stereotypes. The sample consisted of 60 male and 46 female loan officers at a medium sized South Eastern banking institution, US.

Donald F. Kuratko\textsuperscript{16}(1989) examines the current trend of self-employment among women, explores some personal characteristics of women entrepreneurs such as age, marital status, education, and perceived management skills; discusses the similarities between male and female entrepreneurs. He concludes that the future holds for female entrepreneurs and one likely to see more women entering the entrepreneurial ranks.

Sara Carter and Tom Cannon\textsuperscript{17}(1991) pointed out that there are differences between perceived problems and real problems in respect of women entrepreneurs. Gender discriminations of various sorts are lucidly explained. The finance constraints, skill sets, working through others, prior experience, conflict in demand, lack of strategy, stress are some of the difficulties that come in the way of women entrepreneurs in UK. The authors submit these through the case study. The authors concluded that the development of


management strategies and a distinctive management style helped most of the women entrepreneurs to offset many of the problems.

Eileen M. Fischer, Rebecca Reuber et al., 1993 in their study indicate that for a large, randomly selected sample of entrepreneurs in the manufacturing, retail, and service sectors, there were few differences in the education obtained by males and females, or in their business motivations. Women entrepreneurs were, however, found to have less experience in managing employees, in working in similar firms or in helping to start-up new businesses. Women's firms also were found to be smaller than men's, to have lower growth in income over two years, and to have lower sales per employee. Regressions undertaken to examine predictors of a range of business performance indicators suggest that women's lesser experience in working in similar firms and in helping to start-up businesses may help to explain the smaller size, slower income growth, and lesser sales per employee of their firms.

This study suggests that from the policy maker's perspective, the key resource they might seek to provide potential women entrepreneurs is access to apprenticeship in the industry in which they hope to set up their firms. And from investors or lenders perspectives, differential treatment of men and women would clearly be unwarranted. Although men and women's firms do differ in some aspects of performance, there is no strong evidence that

women's firms are impeded by the owners' relative lack of education or experience. For entrepreneurs, this research suggests that for both men and women, the best way they can prepare themselves to do business in a particular sector or industry is to gain experience in that setting, and seek out exposure to business start-ups. They opine that future research is needed to investigate whether or not other types of business experience or non-business experience might bring additional benefits in terms of positive impact on future business performance, but the indication of the current work is that one's sex per se is neither a liability nor an asset.

Amama Shabbir and Silvana Di Gregorio\(^\text{19}\) (1996) feel that most of the research on women entrepreneurs in developing countries relates largely to those who are uneducated and very poor, working in rural areas or the urban informal sectors. According to them only a few studies have attempted to study women entrepreneurs in the urban formal sectors in developing countries, the category of women corresponding to the women entrepreneurs studied in the western world. Their study mainly focuses on women's perceptions and the way they define their goals and the advantages and constraints they face in starting a business at micro level.

Data for the study were gathered through in-depth interviews of 33 participants of an entrepreneurship development programme run in Karachi, Pakistan. The study revealed that women wanted to start a business to achieve three types of personal goals—personal freedom, security, and satisfaction.

**Miri Lerner, Candida Brush and Robert Hisrich**\(^{20}\) (1997) examined individual factors influencing performance of Israeli women owned businesses. They revealed that distinct differences exist in the social structures of Israel and other developed countries especially the United States, Canada and the United Kingdom, where the majority of research on women entrepreneurs has been conducted. In particular, research from developed countries showed that human capital variable, education level and area, previous entrepreneurial experience, and previous industry experience were all associated with better performance. However, this study found only mixed support for these variables where the lack of experience in entrepreneurial endeavors as well as level of education of Israeli women was not associated with performance. On the other hand, the importance of business skills and previous work experience in performance relationships were similar to research in other countries. Taken together, these findings reflect the differential effect of human capital variables depending on the country context.

---

Despite the structural barriers encountered by Israeli women entrepreneurs, this study suggests that performance can be improved by having a single strong affiliation with a women's organization, gaining previous experience in the area of their venture and learning business skills. Further, achievement motivation is important to increasing personal income.

Raymond W. Y. Kao and Leong Choon Chaing (2000) developed a conceptual model for women entrepreneurs training and development in rural China. The model programme involves three phases of implementation: Phase 1, The Training of Chinese National experts by international experts; Phase 2, The trained National experts training township and village enterprise women entrepreneur-managers in a pilot test; and Phase 3, Chinese National experts training the national trainers. The United Nations Industrial Development Organisation (UNIDO) in collaboration with the All China Women's Federation and its Training Institutions initiated the programme. The purpose of this Training-of Trainers Programme was for promoting women's participation in the modernization of China. The contribution of the author is the above said empirical model tested by UNIDO.

Lisa K. Gundry and Harold P. Welsch\textsuperscript{22}(2001) examine that the high growth oriented entrepreneurs tended to have a more structured approach to organizing their businesses, which suggests a more disciplined perception of managing the firm. In summary, results showed the group of high-growth-oriented entrepreneurs, labeled “ambitious”, as having the following distinctions; strategic intentions that emphasize market growth and technological change, stronger commitment to the success of the business, greater willingness to sacrifice on behalf of the business, earlier planning for the growth of the business, utilization of a team-based form of organization design, concern for reputation and quality, adequate capitalization, strong leadership, and utilization of a wider range of financing sources for the expansion of the venture. The purpose in uncovering these differences is to enable entrepreneurs and researchers to identify more clearly the attributes of rapid-growth ventures and their founders and to move closer to a field-based model of the entrepreneurial growth process which will help delineate the alternative paths to venture growth and organizational change.

Marilyn L. Kourilsky and William B. Walstad\textsuperscript{23} (2002) observe that rapid expansion of creative opportunity recognition and


business venture development suggests that the United States is experiencing a sea change with respect to entrepreneurship. Although trends and projections indicate that women will play an increasingly important role in theentrepreneurial development of the economy, little is known about what female youth either understand or think about entrepreneurship.

Prompted by these underlying considerations, the study investigates survey data from a national sample of female and male high school students concerning their entrepreneurship and attitudes—and whether there are any significant gender differences in these areas. The data were gathered from 1000 males and females. The result derived reveals both males and females exhibit low-level entrepreneurship knowledge. Females, however, are more aware of their deficiencies in this knowledge area than their male counterparts. Both sexes believe that further education can correct the knowledge problem.

Linda M Grant24 (2002) observes that women-owned businesses are the fastest growing segment of new business start up in US. The study suggests that women are inadequately prepared for business ownership, lacking training and experience, funding, and access to male business networks, and that women’s non-economic goals for business contribute to lower earnings. The study

---

concludes how women mobilize resources for businesses within the contexts of disadvantages.

Lori Ann Posterns (2002) examines the ways in which peoples' actions are influenced by their beliefs. In the recent US New Right ideology, the market place and entrepreneurship for men and women has gained an importance, while at the same time women are being pressured to stay home full time to care for their families. The study observes that this contradiction places women in an impossible situation. A woman cannot exercise her entrepreneurial spirit in the market place and be at home full time.

Nitin Bhatt (2003) examines the rationale, repayment performance and sustainability of micro credit programmes in the United States, many of which seek to replicate the credit delivery strategies of Gramin Bank in third world countries. The study reveals that Capital was not the only constraint to entrepreneurship development, lack of management skills and sales also created major barriers. He recommends that instead of simply supplying capital to promote enterprise development on a fragmented, firm by firm basis, future efforts in economic development should focus on supporting high growth industry clusters and on devising strategies that can help entrepreneurs

---


overcome financial and non-financial constraints to start and manage the enterprises.

Bill Botton and John Thompson\(^{27}\) (2003) emphasize the shift from the positive to the potentially negative side of entrepreneurship. They say that, inevitably, amongst the most notorious stories of famous entrepreneurs, we find limited percentages who have either failed or who have destroyed capital, which was important to others.

The authors in their study looked at a wide range of entrepreneurs who operate in the shadows. Some are unlucky, some are rash and overreach themselves—but others are dishonest. In the context of talent, temperament and technique they have seen a number of cases where an overabundance of certain aspects of temperament—a particularly strong ego and a real desire for recognition, on the one hand, natural talents are not exploited as effectively as they might be and, on the other hand, important techniques and controls are ignored. The relative weightings of talent, temperament and technique are simply inappropriate. Some reflect errors of strategic judgement while others reflect over ambition-promises that were realistically always too good to be true. Some of these stories, of course, are of criminal behaviour. Sometimes these entrepreneurs are colourful, fun characters; on other occasions they are, to some degree, evil. They will always find opportunities. For them shadow

or illegal behaviour becomes unsuppressible. There is an important message in their book—the more we relax the controls on entrepreneurs, in order to encourage more entrepreneurial behaviour, the greater the potential for the shadow side of entrepreneurship to prosper.

Robinson and Sherry Kay (2004) examined the reasons rural women entrepreneurs started their businesses, the entrepreneurs’ management styles, and associations between motives and the way employees were treated. An unexpected finding was the perceived advantages of starting a business in rural areas was that failure rate was lower than it would be in a more populated area.

Susanne E Jalbert (2004) states that in Russia dismal economic conditions, unemployment rates of 70 to 80 percent, and divorce impel women towards entrepreneur. How do women in a nation converting from a planned economy to a demand economy acquire requisite attributes and skills to grow businesses? This research explores how and why in a transitional economy Russian women today are using small business creation to adapt to an evolving market economy.

---


The findings revealed that women average 38 years of age, 65 percent are college educated, 65 percent are married with two children, 50 percent own 100 percent of their businesses and they are contributing to family expenses, feeling more self confident, recognizing positive changes are leading them towards small businesses.

**Donald F. Kuratka and Richard M. Hadgetts** (2004) portray the vital statistics of women entrepreneurship in America. They present the number of firms, revenue generated by women entrepreneurs, type of business they own and the like. Besides, the researchers rightly identified the characteristics of women entrepreneurs. They traced that in the recent past the minority owned business houses has increased dramatically in America. The minority consists of Asian-American-owned, Hispanic owned, Pacific Islanders owned and Black-owned. Further the authors express that women entrepreneurs perceive two major types of problems: start-up problems and ongoing problems. In the start-up phase they report their major problems as being a lack of business training, difficulty in obtaining lines of credit and inexperience in financial planning. In ongoing operations the major problems are lack of experience in financial planning, cash flow and difficulty in attracting business. The authors also opines that there will be a continued increase in the number of women starting businesses and their presence will be seen in virtually every industry.

The above studies indicate that in US and Europe extensive research have been already carried out by professionals, academicians, Universities and institutions and they have accurately identified the problems, status, factors in women entrepreneurship. Strategic approaches towards women entrepreneurship are being followed in these countries. The research work in respect of women entrepreneurship in Non-OECD countries are not well pronounced and it is still in the nascent stage. As far as Russia is considered, the women are venturing into small-scale industries and businesses to contribute to their GDP in view of the paradigm shift that has taken place in favour of market oriented economy. High divorce rate, poor economic conditions and a host of other factors impelled women to take up entrepreneurship in Russia. Women entrepreneurship is not forthcoming vigorously in Pakistan since it's being a highly male dominated nation with religious taboos and restraints. One of the fastest developing countries in Asia that is China is pioneer in encouraging women to take up ventures and accordingly women enterprises are mushrooming in that country. The studies indicate that women in China are more committed and aggressive in pursuing entrepreneurship when compared to India.
B: Review of studies in India.

Patel31 (1986) identifies several issues relating to women entrepreneurs in India and poses such questions as - Are we interested in women entrepreneurship as a welfare measure for the underprivileged? -Or are we talking about entrepreneurship, which inevitably calls for certain qualities and competencies to survive and grow in business? Are we planning a relief operation or generating a productive self-employment, which, in turn, will create further employment? The author says that this clarity is essential to establish for, a majority of programmes and schemes for women so far have been a welfare-privileged class. Since women can be as good entrepreneurs as men, the focus must remain on entrepreneurship; they should become a target group. He observes that the entry of women in business is only a recent development in the orthodox, traditional, socio-cultural environment of our society.

Finally, he opines that once an enterprise gets started, the difference between male and female must be forgotten because an entrepreneur is an entrepreneur, business is business, and profit and loss strictly depends on entrepreneurial competencies.

---

Choudary, Shashi Baijal and Asokan\(^{32}\) (1997) in their comparative study of Banks and Women Enterprises Development of India and UK, point out that the term women enterprise is not specially defined in United Kingdom as in the case with India, where women enterprise is defined as a small scale unit where one or more women entrepreneurs have not less than 51 percent financial holding. *But in UK women enterprise is only means a Small Enterprise.* The term 'enterprise', 'firm' and 'business' are often used interchangeably. The authors conclude that both in India and UK commercial Banks continued to be the major sources of finance for small firms. There is no significant evidence to suggest that women entrepreneurs are discriminated by banks either in UK or in India. In both the countries, women entrepreneurs prefer service and retail trading activities. However, in both the countries, the main difficulties that women face when starting up is the burden of family responsibilities.

Chandra Shanti Kohli\(^{33}\)(1997) comprehensively addresses crucial contours like the concept of Economic empowerment, issues and concerns, planning for economic empowerment and its increased awareness through various studies and governmental programmes duly enumerating some specific strategies and intervention to ensure women's economic empowerment. In its simplest form it means the manifestation of the redistribution of power that


challenges patriarchal ideology and the male dominance. The paper identifies that it requires transfer of skills of management and control of economic activities to enable women to feel confident and empowered. Once such transfer of knowledge is achieved, it would have major implications resulting in more planning for women and sustaining the process of overall empowerment of women.

Irniraya\(^{34}\)(1999) points out that the small-scale sector is growing fast and is capable of addressing itself to the basic problem of Indian economy, that is, unemployment. There is ample evidence to suggest that it will play an increasingly important role in industrial development of the country. He also says that the Central Government has created an exclusive department for small scale and agro and rural industry in 1991, under the Ministry of Industry for the promotion and development of small-scale industries. The author in his paper concludes that the promotion of entrepreneurship and empowerment of women sets a definite challenge for the developers and planners through greater commitment and involvement of financial and other supporting agencies.

Subba Rao and M Sundaram\(^{35}\) (1999) analysed the operational problems of small industry service Institutes. The problems identified are in the areas of hire purchase of machineries, Govt.


purchase, training, operation of raw materials department, and supply of imported components. They have given suggestions for training of managers. They present a detailed course outline on self-diagnosis, entrepreneurial effectiveness, guidelines for marketing management, work organization, preparation of training materials and package.

Punitha, Sangeetha et.al., 1999 focused in their study on the constraints and problems faced by the women entrepreneurs in Union Territory of Pondicherry based on the primary data collected during June-July 1999. Majority of the rural and urban respondent entrepreneurs belonged to backward castes and come under the nuclear type of family, which show that despite the various provisions for protecting the interests of the Scheduled castes they have yet to come forward. Among the rural and urban entrepreneurs, rural entrepreneurs started their business at the earlier age of 20 to 29 years, which shows that they underwent training imparted through various government schemes and programmes aimed of eliminating rural poverty, while the urbanites continue their education for a longer period and hence launched their venture later. A comparison of the educational qualifications of the entrepreneurs across rural and urban areas revealed that the urban entrepreneurs were more qualified than the rural entrepreneurs. Most of the women entrepreneurs in rural areas owned manufacturing enterprises, while those in the urban areas were largely concentrated in the trading sectors. The study also

---

reveals that the desire to earn money was found to be the predominant motivating factor for starting a business in both urban and rural areas. Among the rural entrepreneurs, the major problems faced by them were ‘competition from better quality products’, ‘irregular work’ and ‘difficulty in getting loans’. The urban entrepreneurs had to content with major constraints such as, ‘competition from better quality products’, ‘difficulty in getting loan’, ‘low price’, and ‘low profits’. Of the socio-psychological constraints faced by the rural and urban entrepreneurs, conflict due to dual responsibility was quoted as the dominant constraint.

Ramanjaneyulu\(^3\) (1999) has found in his study that majority of the women entrepreneurs emerged because of the feelings relating to independent earnings. Direct and indirect contribution of women has been supplement to the household family income and the emphasis of support under micro finance is to build up capabilities to handle larger resources rather than on financing micro enterprises which could be covered by the direct lending programmes of banks or institutions.

Kamala Singh\(^4\) (1999) has focused her study on identifying entrepreneurial traits and performance of women entrepreneurs and to explore the institutions and agencies extending financial support, technical training and guidance to women entrepreneurs and also to analyse the constraints encountered at institutional and entrepreneurial levels. The findings of her study were that the growth of women enterprises is quite satisfactory and as for profile

\(^3\) Ramanjaneyalu, 1999, “perspective of women micro enterprises in Karnataka state”, Major research project report, Bangalore University, sponsored by UGC, New Delhi.

of women entrepreneurs their self, socio-psycho, resource system, support system, extent of general entrepreneurial traits, motivational source, institutional linkages are showing upward trend in India.

She says a coordinated support system for women is necessary to bring them to the mainstream of economic activities. A network of promotional agencies and institutions shall have to be setup at the national and state level whose policies and programmes are directed towards promoting entrepreneurship specially among women through a package of support measures at various levels.

**Aqueel Khan** (1999) explores that there have always been outstanding women who have risen alone despite the constraints of their time, like, Rasia Sultana, Akkamahadevi, Rani Lakshmi Bai, and Begum Rokeya and many others. He points out that in spite of marked progress in other fields, Indian women however remain the nation's greatest untapped resource. The reason is their equality is counterbalanced social prejudices, due to lack of education and lack of effective opportunity for employment. He says that, in order to initiate any developmental processes for the improvement in the socio-economic status of women, it is essential not only to ensure social justice to women themselves but social structures in India need to undergo changes simultaneously which have so far remained largely unaffected by the developmental efforts. He

---

stresses on developing the women as entrepreneurs that will cater to economic development of the nation. He invites men's support in this endeavour.

Avasthi and Siddiq Hasan's (1999) study reveals the ways for empowering women that is through need based vocational training and reorientation of the Community Polytechnic Scheme to enhance employability and entrepreneurship. They provided guidelines on women entrepreneurs training and development, means of support system dissemination of information needed to promote women entrepreneurs and the like. Further, the study concentrates on cost effectiveness of the central government programmes pertaining to women entrepreneurs.

Kiran (2000) emphasizes that the government should undertake a total development package comprising stimulatory, support, and sustaining activities for the upliftment of women entrepreneurs in the country. While one cannot underestimate the role of incentives and concessions, the re-engineering of delivery mechanism and creation of entrepreneurial clubs will go a long way in the development and creation of successful women entrepreneurs.

---

Karuna D'Cruz* (2000) has made an in-depth study of the effects of family, customs and culture on women entrepreneurship. She has chosen 549 units in Kerala comprising 12 Districts in the year 1999. She came out with a conclusion that an entrepreneur proves to be very different from a non-entrepreneur in terms of psychological and social dispositions.

The findings reinforce that in certain respects women entrepreneurs, when compared to men, possess very different motivation and business skill levels. They are influenced by the advice of their families—Husbands or fathers depending on their marital status. Educational influences, family values, Cultural factors greatly influence the women entrepreneurs in our country.

Meena Peethambaran** (2000) highlights that the matrilineal system has been the basis of the social structure, decisions were always taken by the senior most member or male member of the family. The women, who have been provided with education, developed their minds, thereby benefiting the entire family. The study came out with the following suggestions:

Create a social awareness to treat women entrepreneurs on par with their male counterparts.

---

*Karuna D'Cruz, 2000, "Effects of family, customs and culture on the women entrepreneurial psyche", ibid, Pp. 11-20.

**Meena Peethambaran, 2000, "Women entrepreneurship in Kerala-Social factors", ibid, Pp. 31-35
The government should try to make women entrepreneurship more acceptable in society, through educational and awareness campaigns.

The government should remove all impediments in the registration of units, in obtaining credit, in taxation, removing barriers obstructing the movement of goods, labour turnover, shortage of power and transport bottlenecks. These apply to both men and women enterprises equally.

Muraleedharan (2000) tries to highlight some issues connected with women's reluctance to take up entrepreneurship in spite of positive features they possess. The causes are social and religious barriers. Besides, male entrepreneurs are showing reluctance to allow their female children to venture into entrepreneurship, says the author. Further, adds that the absence of efficient institutional arrangements for providing the necessary support and assistance to women entrepreneurs on a permanent basis also contributes to this situation. He concludes that the best thing is to change the attitudes of women entrepreneurs.

Job (2000) emphasizes that the significant changes in the approach to assist women in a continuum ranges from welfare to development. According to him, entrepreneurship development among women is one activity that promises an alternative for

---


gender empowerment. He further opines that by motivating, training and assisting women towards forming and running independent business ventures, it may be possible to tackle many of the gender issues.

Saraswathy Amma, Sudarsanan Pillai\(^{46}\) (2000) observes that commercialization and modernization of the economy and technological advancement have gradually eliminated many traditional avenues of employment open to women. This has resulted in many urban entrepreneurial women taking to the challenging avenues of self-employment.

Since entrepreneurs play a key role in the economic development of the country, the central and state governments by conducting training programmes must encourage the women entrepreneurs to take up risk-bearing challenges. Support measures in the form of policy, finance, infrastructure, training, raw material supply and other need to be provided by the agencies with a view to promote women entrepreneurship. Government agencies must be set up for re-structuring and re-engineering those units that require modernization in order to overcome obsolescence in technology, assert the authors.

Rajagopala Nair\(^{47}\) (2000) opines that women entrepreneurs in Kerala can be moulded and their entrepreneurial qualities


developed. It is possible to identify women from all strata of society, to motivate them and to train them through well-organized programmes for undertaking risk-bearing activities and for becoming increasingly self-reliant. All those who are engaged in the implementation and the administration of the Entrepreneurship Development Programme must fully realize the enormous responsibility entailed in seeking to assist those without much influence and inherent managerial abilities to bear risks.

Abraham\(^{48}\) (2000) studied the factors influencing and shaping women entrepreneurs with a sample of 50 units run by women entrepreneurs. The study was conducted to know the impact of support from family, the occupational/financial background and cost/time overruns on women’s entrepreneurship. The study reveals that all the profit making units received full support from their family members. Further, all the profit making units with the exception of two, (94 percent) had either an occupational or a financial background. It was found that support from family members and an occupational or financial background are essential factors for the success of women entrepreneurs.

Unuskutty\(^{49}\) (2000) studied the various schemes of financial institutions and governmental agencies towards women entrepreneurs and critically analyzed the same. The findings of the


\(^{49}\) Unuskutty K.K, 2000, “Institutional support to women organizations- An evaluation study”, ibid, p 191-202
study indicate that lack of adequate publicity, appraisal of schemes, timing of subsidy given are the causes for low women entrepreneurship development. Therefore, he recommends for creating awareness among women segments about different schemes. Right advice, training activities, providing and developing leadership qualities for women entrepreneurs are the author's other suggestions.

Nagendra P. Singh\(^{50}\) (2000) has made a study of the contribution of financial institutions towards developing rural entrepreneurs. He says that the role of financial institutions has been limited to advancing loans in backward areas on softer rate of interest. To what extent, it can induct entrepreneurs to set up enterprises in rural areas and help the other rural people to go for self-employment activities is a matter of debate. There have been cases with positive impacts where institutions have played a key role in initiating change in the rural society by promoting Entrepreneurship and bringing about overall development. He discusses some of the observations and reflections of the development executives of financial institutions with regard to entrepreneurship. Such reflections have been supported with the author's own observations in course of his continued interface with the entrepreneurs and the executives of financial institutions.

\(^{50}\) Nagendra P. Singh, 2000, "Role of financial Institutions in Rural Entrepreneurship and Development", article presented to a seminar conducted by Xavier Institute of social service on the theme village entrepreneurship: Guidelines, Ranchi.
Raghuraman Narayanan and S Dhanalakshmi (2001) highlight the problems of women entrepreneurs when they set up their units. The majority of women entrepreneurs of their study had set up units with low investment, with low technology. They were mainly engaged in manufacturing simple consumer products like readymade garments, wooden furniture, toys, and handicrafts. The study found that only few women ventured into steel manufacturing, electronics and plastics. They recommended additional incentives, training by competent agencies on various aspects of running an enterprise; credit facilities, reservation for women under self-employment schemes. They point out that Madurai is the second biggest city in Tamil Nadu with the population of around 22 lakhs. In such a city women too have started competing with men in certain entrepreneurial ventures. Besides, they suggested a strategy to reorganize and integrate gender perspective at the highest policy levels and training women so as to enable them to hold economic and political policies with alternative economic framework.

Hina Shah (2001) asserts that for more than two decades, India has been engaged in the task of promoting and developing entrepreneurship. Special efforts have been made in developing entrepreneurs through systematic entrepreneurship development programmes and this resulted in accelerating industrial growth in


the small-scale sector and also in creating new employment
opportunities. The research project was undertaken by her to
analyse peculiarities, profiles and performance of Indian women
entrepreneurs. After constructing hypothesis and testing them, she
concludes that women hold positive attitude towards sharing
ownership to encourage growth. She also states that behind most
successful women entrepreneurs there is a strong family support.

Shailaja S. Aralelimath\(^5\) (2001) analyzed the growth and
development of women entrepreneurship in Karnataka to ascertain
the factors influencing women to take up ventures and to study the
role of agencies and institutions supporting women
entrepreneurship. The findings are that a lot need to be done to
promote women entrepreneurs in north Karnataka region. The
study was based on a sample survey of 180 women entrepreneurs.

Ch. Aravinda and S Renuka\(^6\) (2001) have found that self-interest
and inspiration from the success of entrepreneurs were the
important motivating factors. The facilitating factor that had an
impact on maintaining the enterprises successfully were self-
experience, interest, family’s help and support. Further it was
found that women entrepreneurs in general face conflicts in work
and home roles. The main conflicts in work role pertain to inability
to expand the enterprise and optimum utilization of available skills.

\(^5\) Shailaja S. Aralelimath, 2001, "Development of women entrepreneurship in north
Karnataka", Doctoral Thesis presented to Karnataka University, Dept. of commerce,
Dharwad.

\(^6\) Ch. Aravinda and S Renuka, 2001, "Women Entrepreneurs: An exploratory study",
Non-availability of time to spend with family and being a good spouse were the conflict areas faced in the performance of home role.

Gurmeet Naroola\textsuperscript{55} (2001) presented the success story of leading women entrepreneurs in India and abroad indicating the life stories of them. They are Jayashree Ullal, CEO of Cisco Systems, Vani Kola of Right Works from the Internet Capital Group, Annalee Saxenian a leading researcher in Silicon valley—a centre of entrepreneurship, USA, and host of others. The researcher depicts the insights, leadership, and motivational and communicational qualities of these successful women with their achievements.

Dhameja, Bhatia et.al.,\textsuperscript{56} (2002) have started their study by setting the objectives, to study the general profile of women entrepreneurs and their entrepreneurial performance, and to study the problem and constraints being faced by the women entrepreneurs, and to offer suggestions for overcoming them.

They suggested that the women entrepreneur must establish her credibility first in terms of quality and competitiveness of product/service. In addition, women entrepreneurs should acquire relevant techniques and skills on winning the customer's loyalty. Personal contacts could also be established with a large number of people with a view to exploit these contacts from market point of


view. They also suggested how women entrepreneurs could tackle their problems by the proper use of information technology and Government support.

**Ajay Lakhanpal's** (2002) study is on small-scale industrial ventures, which are conducive to widening the base of entrepreneurship. The findings of the study indicate the status of financial institutions and promotional institutions' schemes relating to women entrepreneurs. The author suggests that the support system in the form of supply of inputs, finance, training on motivational, communication skills, leadership qualities, environmental parameters will help women entrepreneurs to be successful in their endeavor.

**Krishnan Lal Sharma** (2002) presents entrepreneurial scenario in India with brief historical sketch. The author remarkably draws the incidence of women entrepreneurship right from east India Company to J N Tata to pre and post independence era in India. He has given the impact of minority group morale on entrepreneurial growth, new ideas and opportunities for women entrepreneurs.

He brings forth that the present Indian social System, particularly political system, has become considerably conducive to industrial growth after the independence. As a result, the number of new entrepreneurs is increasing rapidly. But the increase in the number

---

of new entrepreneurs indicates only one dimensional-quantitative-Industrial growth. Another, the most important dimension concerns the performance of entrepreneurs and their commitment to expand their units. He concludes that a majority of entrepreneurs in India consist of people with business background both in large and small sectors.

**Sharma and Saini**\(^{59}\) (2002) observe that in India, the entry of women in business is a recent phenomenon. As education has spread and compulsion for earning has grown, more and more women have started to go out of their homes and opt either for wage employment or self-employment/entrepreneurial career. Many of the women not only own small businesses but have also set up and are successfully managing manufacturing enterprises. And by doing so, they have unquestionably established the fact that women can be as capable and successful entrepreneurs as men.

**Joshi and Madhuri Deshpande**\(^{60}\) (2003) reviewed the studies pertaining to women entrepreneurship in Marathwada to gain some insight into emergence and growth of women in a backward region like Marathwada of Maharashtra State.

---


They surveyed 200 women entrepreneurs with the objective of examining the qualities and performance of women entrepreneurs on the basis of SWOT Analysis. The results are that lack of exposure, lack of information about institutional assistance and government schemes are the causes for low initiatives. The study concludes that a proper institutional and holistic development of women entrepreneurs will yield results for economic development.

Arun Kumar Jain\(^{61}\) (2003) categorically states that entrepreneurship is a state of mind. He treats entrepreneurship as a process, which flourishes when interlinked dimensions of individual entrepreneurial traits, societal encouragement, and business opportunities converge to a common goal. From the process perspective, one does not become an entrepreneur by the mere act of starting or owning an enterprise. More important is the nature, degree and extent of innovations the entrepreneur introduces and that too on a continuous basis.

The author outlines the prevalence of global competition and windows of opportunities, the need for the entrepreneurial manager in the changed global scenario, bending-the-frame type entrepreneurial managerial competencies, evolving corporate and team entrepreneurship with humane approach. The author

concludes by citing the implications and challenges in making of the entrepreneurial managers at firm, industry, and policy levels.

Nalinee Contractor⁶² (2004) observes that Women Entrepreneurship development has gained importance and priority over the last decade. She also points out that many women in India have gone in for entrepreneurial career as prospective equal partners with men in industrial and economic growth of the country. They have emerged, as entrepreneurs in their own right, employing many people, men and women. The transformation has been slow but steady. The changing social and economic scene of the 60’s and 70’s encouraged women to venture out of the confines of home, to take up jobs and share financial responsibilities of the family.

But difficulties came in the way in the form of pride, problems and prejudices: male pride, feminine problems and societal prejudices. The entry barriers for women proved to be more formidable than those for men. This warranted a closer look at women as entrepreneurs. The barriers are pressure from husband to conform to the traditional role, unwillingness of husband to accept her as an independent equal, inability of husband to accept change-either in himself or within her. She comes out with meaningful suggestions for women entrepreneurs in fighting out the conflicts. To resolve the role conflict, a woman entrepreneur has to

understand that both business and family demand considerable attention and she must try to find a happy medium. She must also understand that the demands are heavy, physical as well as psychological and she may feel spilt into two. She also has to learn skillful juggling of her time, energy and attention.

Sharma\(^{63}\) (2004) methodically and meticulously presented the problems and difficulties of entrepreneurship promotion in India. The development banks such as IDBI, ICICI, and IFCI envisage the entrepreneurship promotion under plan priorities. They are sowing the seeds of entrepreneurship in every segment of the national economy. The inter-play of development banking and entrepreneurship promotion is getting momentum. The entrepreneurship movement is blossoming upon the crest of Indian soil. It is taking a new dimension at a time when India is actively engaged in modernizing its own economy to step into an entrepreneurial society. He further says that the development banks have generated a wave of entrepreneurial revolution on the industrial map of India by according top priority to promotional and entrepreneurial activities.

Ratna Ghosh, Meenakshi Gupta et.al.,\(^{64}\) (2005) found that despite the efforts of governmental and non-governmental organizations the number of women entrepreneurs is very small.


Several factors explain this. It is observed that there is a great deal of research concerned with gender differences in motives for starting micro enterprises, and in the attitudes and strategies related to their survival and growth, the author observes.

The above research studies indicate the role of women entrepreneurs, their status, and problems combined with institutions in women entrepreneurship. All the studies centres around the driving factors, present conditions, environmental factors, problems and prospects relating to women and women entrepreneurship in India.

RESEARCH GAP

The review of literature shows that there are a good number of studies on women entrepreneurship. But the studies on the Institutional Support System are few and scanty, and no studies have been carried out with respect to Karnataka covering variety of support existing for women entrepreneurs. Hence, there exists a need for a micro level study.

This study by covering all support systems existing for women entrepreneurs tries to narrow down the research gap. Further, it addresses the facts that what are the specific schemes that are carved by the institutions to women entrepreneurs? How the socio-economic conditions of the women entrepreneurs improved because of the schemes of the institutions especially in the liberalized era? How effective the schemes are? These and other related questions
call for thorough research, to fill the research gap on the topic. Hence, the present study “Institutional Support System and Development of Women Entrepreneurs in Karnataka-A Special Focus on Bangalore District”.

1.4 STATEMENT OF THE PROBLEM

The socio-economic development of women has been unabated issue from the ages. The question of women economic liberty is as old as human civilization. The economic progress of a country is not feasible without women joining the main stream. With the advent of WTO, economic reforms, State of the art technology and speedier means of communication, the role of women in all spheres of economic activity is gaining momentum.

How a woman in our country is progressing with the support of the institutions, Banks and Government sponsored programmes? Do these agencies have right, stabilized, growth oriented schemes for women entrepreneurs? How far the women related schemes help in the beneficial growth of women? How and why these institutional supports liberate the untold misery and ingrained pain of hapless women? Keeping the above questions in mind, the present study aims to have a relook at institutional support systems and schemes on women entrepreneurs in Karnataka with particular reference to Bangalore District. It also aims to apprise the women entrepreneurs Oriented Schemes of the sample institutions and from the women entrepreneurs’ perspective, how far they are benefited and what needs to be done for further growth in the
changed environment out of the institutional support rendered. Hence the present study.

1.5 OBJECTIVES OF THE STUDY

The study amongst other things aims to achieve the following objectives:

1. To examine the nature of support system existing in Karnataka for entrepreneurs in general and women entrepreneurs in particular;
2. To assess and evaluate the schemes of various institutions for women entrepreneurs;
3. To Study the impact of support system on the development of women entrepreneurship;
4. To establish linkages between Institutional support in redressing the problems and scope for growth of women entrepreneur through a model framework; and
5. To validate the data and to arrive at constructive suggestions.

1.6 SAMPLING

The study gathered, lists of women entrepreneurs from AWAKE, KASSIA, FKCCI, DIC, KSWDC, KSFC, Commercial Banks and other agencies in Bangalore.

These lists constitute sampling frame or universe of the present research study. After a thorough scrutiny, women entrepreneur
with a minimum of \textbf{Rs.2,00,000 turnover per annum} and \textbf{minimum of 5 years experience} were considered. In fact, turnover and experience of women entrepreneur were the bases for sample selection. The women entrepreneurs represents \textit{manufacturing} and \textit{services sector including trading and merchandising activities}. 50 respondents each from these two sectors have been picked up. Thus, a sample size of 100 women entrepreneurs constitutes the core of the research programme.

Besides, since the nature of the study involves Institutional Support to Women Entrepreneurs, Six Institutions in the promotion and development of women entrepreneurship plus a Commercial Bank and an NGO were considered.

Composition of the sample size of the study is present in table 1.1

\begin{table}[h]
\centering
\begin{tabular}{|l|l|l|}
\hline
\textbf{SL.NO.} & \textbf{SAMPLE RESPONDENTS} & \textbf{NUMBER} \\
\hline
1 & Women Entrepreneur: & \\
& I. Manufacturing sector & 50 \\
& II. Service Sector (\textit{including trading and merchandising activities}) & 50 \\
\hline
& \textbf{TOTAL} & 100 \\
\hline
\end{tabular}
\caption{Composition of Sample Size}
\end{table}
The study focused on manufacturing and service sector women entrepreneurs. This is because from time immemorial women used to take up the activities of manufacturing the traditional commodities such as pickles, papads, rasam powder, garments, agarbathis, brick making, pottery, nursery. In modern era services sector overtook the manufacturing sector and 52.5% of contribution GDP is from services sector. Now women are in to the businesses of beauty parlours, DTP work, Export Import documentation, computer servicing, financial advisors, travel and tourism product selling and trading and Merchandising. Manufacturing and services sectors are the fertile ground to spot and pick up the women entrepreneurs rather than in the primary sector that is agriculture and allied activities. Therefore, the weightage and consideration were given to the said two sectors.

**Sample II** (Institutions in the promotion and development of women entrepreneurs)

<table>
<thead>
<tr>
<th>SL.NO.</th>
<th>SAMPLE RESPONDENTS</th>
<th>NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Institutions in Women Entrepreneurs</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Commercial Bank (Canara Bank)</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>NGO-AWAKE</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>8</strong></td>
</tr>
</tbody>
</table>
Using random and non-random sample techniques drew the Sample respondents. For drawing sample women entrepreneur, Commercial Bank (Canara Bank) & NGO's random design was used, while for selecting Institutions in the promotion and development of women entrepreneurs the convenience and judgmental methods under non-random technique was used.

The sample of women entrepreneurs was drawn through the following steps:

(1) The researcher personally visited District Industries Centre (DIC), Bangalore, to obtain the list of registered women entrepreneurs. As registration is not compulsory, the list so obtained contained only 482 women entrepreneurs and the list was found to be inadequate, because,

(a) When personally visited some of the units it was found that they are actually run by male entrepreneurs but included in the list of women entrepreneurs.

(b) Approximately 40 percent of the units actually registered as women owned units but in real sense male members of the family were managing them and the women entrepreneurs (The registered owners) knew nothing about their own business. When the researcher approached the units the registered women entrepreneurs did not respond properly. They solely depend on their husbands or sons to make reply to any of the small questions of the researcher. Some women entrepreneurs hesitate to answer to any of the
questions of the researcher thinking that it may adversely affect their business.

(c) Some units were closed long back but they were still in the latest list furnished by DIC.

(d) Approximately 10 percent of the units though registered long back they had not yet started functioning.

(e) Approximately 10 percent of the registered units, which were new. But for the study women entrepreneurs with minimum 5 years of experience and Rs. 2,00,000 turnover per annum was required to get the detailed required information. Therefore such units had not been taken into consideration.

Hence, to get the list of some more women entrepreneurs, the researcher in the next step,

(2) Approached Association of Women Entrepreneurs of Karnataka (AWAKE) and Federation of Karnataka Chambers of Commerce and Industries (FKCCI), Women Committee. AWAKE furnished a list containing 856 permanent members and FKCCI (Women Committee) furnished a list containing 320 members. It was found that all the members of FKCCI (Women committee) were also members of AWAKE. The list so obtained by AWAKE scattered through out Karnataka, out of which 448 members functioning in Bangalore District had been taken for the study purpose.
(3) In the third step another indirect method i.e., Snowball method of investigation was adopted to identify and locate some more list of women entrepreneurs i.e., starting with a few known persons and asking them to provide the addresses of the women entrepreneurs. And based on the addresses so provided a list of 70 women entrepreneurs was prepared.

(4) Taking into consideration the lists provided by DIC, AWAKE, FKCCI (Women Committee) and the list of women entrepreneurs prepared by self, the researcher after giving due consideration to the total population of 1000 women entrepreneurs decided the sample size of 10 percent of the total population (i.e., 100 women entrepreneurs) on judgemental sampling method.

(5) The list so prepared by the researcher contained a total population of 1000 women entrepreneurs with their contact telephone number. Hence, while deciding and selecting 10 percent of the sample size following sub-steps were followed:

(a) The researcher called on the women entrepreneurs over their telephone and by highlighting her research study enquired about the women entrepreneurs’ personal data and other information regarding their business units.

(b) Based on the appointments given by the women entrepreneurs and giving due consideration to the
minimum experience of 5 years, minimum turnover of Rs. 2,00,000 per annum and the field of their businesses, the researcher selected 10 percent of the sample size i.e., 100 women entrepreneurs and which included 50 manufacturers and 50 service sector entrepreneurs including trading and merchandising.

The following is the statement showing the details of sampling design (Table 1.2)

**TABLE 1.2**
Composition of sample respondents in Bangalore District

<table>
<thead>
<tr>
<th>Institutions</th>
<th>Total population (In Numbers)</th>
<th>Sample Size at 10 Percent (In Numbers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIC</td>
<td>482</td>
<td>48</td>
</tr>
<tr>
<td>AWAKE and FKCCI (Women Committee)</td>
<td>448</td>
<td>45</td>
</tr>
<tr>
<td>List prepared by self</td>
<td>70</td>
<td>7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

(Source: DIC, AWAKE, FKCCI, and the list prepared by the researcher with the help of few known persons)
1.7 METHODOLOGY

It is an empirical cum analytical study. The present study is based on survey method well structured questionnaires separately for Women Entrepreneurs and Institutions were administered to gather the primary data. To elicit further and comprehensive information, the respondents were personally interviewed. In their personal interview they explained various problems they faced in the initial stages of startup, how they overcome such problems? Etc.

For the purpose of secondary data, books, survey reports, articles, news bulletins, annual report of the institutions, periodicals, journals, Centre for Monitoring Indian Economy (CMIE), Survey of Public Enterprises (SPE) Reserve Bank Bulletins, National Sample Survey (NSS), Central Statistical Organisation (CSO), Industrial policy report information, Internet, websites, microfilm and CD-Rom on the topic were relied upon.

1.8 SCOPE OF THE STUDY

The study is confined to the institutional support extended to women entrepreneurs by the sample respondent units. The support includes financial, marketing, technical know-how, training, preparation of project report, besides focus on leadership skills, motivational and communicational skill, entrepreneurship skills and the like. The women entrepreneurship related schemes of the sample institutions forms part of the scope of the study. Further
the beneficiary-women entrepreneurs, their problems, prospects; benefits are also comprehensively covered under the study.

The area of the study is confined to Bangalore District in Karnataka, because of the following reasons:

1) Karnataka, one of India's top five industrialized states, has always been in the forefront of industrialization and most of the industries in Karnataka including high technology industries like IT, Biotechnology, Business Process Outsourcing (BPOs) and many Multi-National Companies (MNCs), as well as the old economy industries like automobile, garments, agro food processing etc., are situated in Bangalore District.

2) More number of Government as well as Non-Government supporting institutions including Banks, Government sponsored schemes in vogue are well placed in Bangalore District.

3) A vast majority of typical women entrepreneurs are running their businesses in Bangalore. Hence, it represents a better field for the case study.

4) Familiarity of the researcher with the study area and the language spoken. Hence the study area of Bangalore District is justified.
1.9 PROBLEMS ENCOUNTERED IN THE FIELD WORK

As registrations are not compulsory for women entrepreneurs and also the agencies in women entrepreneurship did not maintain proper registers, the researcher experienced great difficulty in arriving at sampling frame. Further, locating the exact addresses of the probable respondents was cumbersome. Notwithstanding this, the researcher arrayed final list of women entrepreneurs who suppose to form part of the respondent group under the study. The other lacunas that the researcher came across are as follows.

1. When personally visited with the addresses provided by different Institutions, many of the units were closed or shifted to some other addresses with out the knowledge of the promotional Institutions.

2. Initially many women entrepreneurs were hesitant to express their opinions freely, as they could not understand the purpose, aim and the reasons for the study.

3. Many women were hesitant, reluctant and suspicious to provide the information thinking that the researcher was from tax authority or from a lending agency. The researcher was found this problem especially with the addresses of the registrants of DIC. It was difficult to persuade some of the respondents, yet through proper approach it was made possible to collect the required data.
4. In some cases the researcher came across the units owned by women but managed by men and women entrepreneur depending more on male members of the family (Husband, Father or Son) for taking any decision. In such a situation it was a difficult task to collect the information from women because men interrupted them during the interview and tried to dominate with their views and opinions.

5. There was poor response and negligence from some of the Institutions while collecting their opinions about women entrepreneurs through questionnaires. After repeated personal visits and requests it was possible finally to collect the required information from those institutions.

In spite of the above problems the researcher made sincere and honest efforts to gather the primary data required for the study.

1.10 PLAN OF ANALYSIS

The primary data collected were analyzed with the help of statistical tools and techniques such as percentages and comparative analysis. Wherever necessary the data have been presented with the help of diagrams, charts, tables and the like.
1.11 LIMITATIONS OF THE STUDY

The study encountered certain shortcomings. In course of the research programme, the researcher experienced the following lacunas:

1. Since the study was conducted in Bangalore, the findings may not be applicable to women entrepreneurs in other parts of the state and the country, because women entrepreneurs in the urban areas are different from rural and most backward regions of the state. The opportunities existing for women entrepreneurs in Bangalore are aplenty when compared to other areas. Hence, the generalization of the findings of the study cannot be made in toto.

2. In all research programmes, the sampling error is common; this study is not exception to that. Sampling error occurs because of the inability to count all elements of the universe.

3. The changes in the environment such as Government policy, technology, socio-cultural, economic, globalisation is very rapid, under the circumstances, the research findings may become futile in course of time due to changing times.

1.12 OPERATIONAL DEFINITIONS OF CONCEPTS

1. **Women Entrepreneur**: - Women who initiate, organize and combine the factors of production, operate the enterprise,
undertake risks and uncertainty involved therein. Women entrepreneur with a minimum turnover of Rs.2,00,000 p.a. are covered.

2. **Institutions**: Refer to financial Institutions providing term loans, Technical know how, training, marketing and supply of Inputs-raw material plant and machinery, equipments and the like.

3. **Agencies**: Who are the registered, valuable associations for the cause of upliftment of women folks- Karnataka State Women Development Corporation, Association of women Entrepreneurs of Karnataka, Non-Government Organization’s.

4. **District Industries Centre**: Authority providing marketing concealing liasoning, training, supply of relevant information raw materials and others. Jurisdiction is confined to a particular district.

5. **Association of Women Entrepreneurs of Karnataka** (AWAKE):- An Association for Women entrepreneurs in Karnataka a Non-Government Organisation for the promotion of women entrepreneurship in Karnataka.

6. **SIDBI**: -Small Industrial Development Bank of India. A national Authority is the promotion and development of small-scale industries including women entrepreneurship.
7. **Empowerment:** - As used in this study can notes the enhancements of economic power following which the family role status and social status of the women is also enhanced.

8. **Family self Sufficiency:** - Refers to the situation where in a family unit (nuclear or Joint) generates sufficient resources to cater to its basic requirements of food clothing and shelter without depending on any external sources/support.

9. **Nuclear Family:** - Which is the unit of a married man and women and their offspring's.

10. **Extended family:** - Is nuclear family unit with addition to the spouses own parents (called kin). The extended family is more pertinent and common in an agricultural environment where it can provide ready made labour force and hence has a great economic value.

11. **Joint Family:** - Is nuclear family within addition to the spouse's own parents (called kin). The joint family can provide ready made labour force and hence a great economic value.

12. **Institutional Support:** - Facilities and assistance provided to women by: Commercial Banks, KVIB, DIC, KSFC, Dr. B.R. Ambedkar Development Corporation, KSWDC, FKCCI, AWAKE & Others.
1.13 CHAPTER SCHEME

The present thesis is organized under six chapters. They are:

CHAPTER 1 INTRODUCTION

Under this chapter, an overview of Indian women entrepreneurship and the status of women in our country are discussed initially and thereafter the research design aspects have been covered. The components of research design of the study included are Review of Literature, statement of the problem, objectives of the study, sampling, methodology, scope of the study, problems encountered in the data collection, plan of analysis, limitations of the study, operational definition and concepts and chapter scheme.

Chapter 2: WOMEN ENTREPRENEURSHIP – AN OVERVIEW

In this chapter, the concept of women entrepreneur, categories, typology functions, growth, problems of women entrepreneurs’ structural factors influencing startup of ventures, EDP, development of women entrepreneurs-Recent trends, and other aspects were incorporated.
Chapter 3: INSTITUTIONS SUPPORTING WOMEN ENTREPRENEURSHIP

This chapter covers an overview of financial institutions and non-financial institutions and associations including NGOs in the promotion and development of women entrepreneurs. The Institutions included are SIDBI, NSIC, SIDO, SSDC, LIC and Government of India schemes at National level. While at Karnataka level, DIC, KVIC, KASSIA, KSFC, KSIIDC, KWDC, Dr. B.R. Ambedkar Development Corporation, FKCCI, AWAKE and NGO's have been effectively portrayed.

Chapter - 4: INSTITUTIONAL SUPPORT SYSTEM AND DEVELOPMENT OF WOMEN ENTREPRENEURS: ANALYSIS AND INTERPRETATION OF DATA

Chapter - 5 MODEL FRAMEWORK ON INSTITUTIONAL SUPPORT FOR EMPOWERMENT OF WOMEN ENTREPRENEURS

Chapter - 6 SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION