CHAPTER – 06

SUMMARY OF FINDINGS, CONCLUSIONS AND SUGGESTIONS
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An attempt is made in the present chapter to recapitulate the main findings of the research, to draw conclusions, and to make suggestions based on the main findings.

FINDINGS AND CONCLUSIONS

The major findings of the study are as follows:

1. 50 percent of the total respondents were aged between 25 and 40 years followed by 38 percent of the respondents whose age group falls between 40-50 years. That means to say the young and middle-aged women were more active in their chosen field.

2. Maximum number of women entrepreneurs under the study i.e., 84 percent was married and living with husbands, 7 percent each were divorcees and widows, and 2 percent were single and living with their parents.

3. In Bangalore City because of its cosmopolitan nature all religious people do carry out entrepreneurial
ventures. But Hindus dominate the Bangalore population; hence it was observed that out of 100 respondents 72 percent of the respondents belonged to Hindu religion, 12 percent of the respondents belonged to Christianity, 8 percent of the respondents belonged to Muslim religion and least of them that is 2 percent each belonged to Sikhs and Parsi community.

4. In the present study, out of 100 respondents, 14 percent of the respondents belonged to Scheduled Caste, 9 percent represents Scheduled Tribe, 17 percent of the respondents belonged to OBC. The remaining 60 percent of the sample respondents fall under General Category. It is with a great difficulty, the data have been gathered on the community orientation. Many of the respondents were reluctant to indicate their respective caste for the reasons known to them only.

5. The type and nature of woman entrepreneurship varies from individual to individual based on their educational qualification. In the sample survey, 30 percent of the respondents were graduates. 22 percent of the respondents qualification was just SSLC and PUC each. 10 and 8 percent of the respondents were postgraduates and persons with technical education respectively. The educated graduate and post graduate women respondents
were in the business of information technology, export oriented units, ancillary unit, components and equipments, beauty parlors and the like. While the matriculate and below educated women respondents are in the business of pickles, candle making, tailoring, *sambar* powder, mixes and the like.

6. The women respondents were from nuclear and joint families. While 36 percent of the respondents belonged to nuclear families and the remaining 64 percent belonged to joint families. It can be concluded that the women in nuclear family were professional and seasoned entrepreneurs with high acumen, whereas the women from joint families have a number of obstacles because of their different roles and responsibilities. They have to balance all the roles as responsible housewives, mothers, sisters, daughters-in-law and career women.

7. 84 per cent of the respondents have chosen sole proprietary form of organisation. Another 10 per cent of the respondents have chosen partnership form. The joint stock company form has been adopted by 4 per cent. One entrepreneur each have chosen co-operative and trust form of ownership. It may be interpreted that proprietary form of organisation is still the most preferred form of organisations by the women entrepreneurs also.
8. With regard to major driving factors, which influence the women entrepreneurs to take up ventures, more than one response was received from the respondents in the order of rank. The study revealed that major driving factors to setup the business were self-interest, which accounts for 82 percent, resource availability accounts for 67 percent and demand for the product accounts for 45 percent of the sample respondents. (See table 4.9). Thus, it can be concluded that self-interest of women is the sole criteria to start the venture. Thereafter, the resources availability in the hands of women necessitated them to take to entrepreneurship.

9. Majority of the respondent women entrepreneurs in manufacturing sector, that is 88 Percent of the respondents bought raw materials in the open market. Only 8 and 4 percent of the respondents purchased raw materials from government institutions and from abroad respectively. Only those women entrepreneurs who were supplying their output to Government institutions were getting the raw materials from government institutions. In nutshell, the women respondents rely more on the open market for their raw material input.

10. 46 percent of the respondents felt that, 'High Price' as the most predominant problem in mustering the raw
materials for their production. While 34 percent of the respondents expressed that scarcity of certain raw materials hampered their production. 12 percent and 8 percent of the respondents stated that the import restriction and seasonal availability of the raw materials are the major hurdles in securing the raw materials respectively. Many women entrepreneurs in manufacturing sector were left in lurch owing to the factors indicated in table 4.11.

11. The respondents are of the opinion that, they need family support to conduct their business smoothly, peacefully, systematically and effectively. With regard to family support, more than one response was received from the respondents in the order of rank. 78 percent of the respondents expressed that they wanted moral support from their family members. 63 percent of the respondents sought assistance of family members in their businesses. 44 percent of the respondents expected freedom from their husbands and family members for doing the business hassle free. 42 percent of the respondents wanted psychological support from the family and only 24 percent expected financial support from the family. In all 72 percent of the respondents required all the support indicated in table 4.12 for their business success.
It can be concluded that, there exists a strong correlation between family support and success of women in business. The higher the family support, the greater will be the success of women entrepreneurs and vice versa.

12. For the reasons for venturing into business also. More than one response was received from the respondents, and based on those responses percentages were calculated and ranks were assigned. 51 percent of the respondents expressed that self-motivation was the driving factor which inspired the respondent women entrepreneurs to take up entrepreneurship, which is assigned with First rank. 40 percent of the respondents ventured into business to support the family, and assigned with Second rank, 36 percent of the respondents expressed that Self-support was the driving factor, which inspired the respondent women entrepreneurs to take up entrepreneurship, which is assigned with third rank, followed by developing skills (30 percent), repaying of family debts (28 percent), motivation by the institutions for women (26 percent) and future savings in the order of importance respectively are the causes (23 percent) for venturing into entrepreneurship.

It implies that self-motivation by educated unemployed women as well as to support the family in today's high
cost of living are the major reasons for the women venturing into entrepreneurship.

13. Further women respondents affirmed that, women could be better business personalities as that of male counterparts. This is because they too have the ability to judge, high aptitude, ability to take timely decisions, sincerity, commitment, hard work, determination, self motivation and ability to withstand upheavals (see table 4.16).

14. Seventy percent (70%) of the total respondents were members in one or the other professional institutions relating to women entrepreneurs, while 30 percent were not. Many of the respondents were members in more than one institution meant for women entrepreneurs.

15. 68 percent of the respondents under study were the members of Association of Women Entrepreneurs of Karnataka. 64 percent of the respondents were the members of KSWDC. 48 percent of the respondents had registered with the District Industries Centre. 22 percent of the respondents were the members of Federation of Karnataka Chambers of Commerce and Industries (Women Committee) and 17 percent of the respondents were members of Karnataka Small Scale Industries
Association. There are some trade specific professional bodies such as Internal Society for Advanced Metal Processing and Engineering, Veterinary council, All India Beauty Parlours Association and All India Agarabathi Manufacturers Association. Thus, many of the respondents were members in more than one institution meant for women entrepreneurs.

16. 56 percent of the respondents had received training, while the next highest percent of 47 had received counseling support. Social awareness was received by 37 per cent of respondents, 29 per cent had received marketing assistance. Guidance for recruitment of employees was received by 8 percent of the respondents.

MARKETING AND WOMEN ENTREPRENEURS

17. In marketing the products by women entrepreneurs, they come across several difficulties ranging from severe competition to pricing, to creating awareness, logistics, marketing research, and the like. However, a majority of the women entrepreneurs have overcome from these problems to steer up their businesses (see table 4.20).
18. The evolving of marketing strategy in achieving the marketing goal by women entrepreneurs is influenced by several factors. 51 percent of the respondents make their own strategy to market their products i.e., direct sales, while 15 percent of the respondents depend on both their dealers and retailers for evolving marketing strategy and to sell their products, 20 percent of the respondents were marketing their products through retailers only and 14 percent were marketing through the dealers only. It can be inferred that in the marketing strategy formulation, women entrepreneurs avail the services of dealers and retailers and some time their own judgmental abilities helped in carving out the strategies.

19. Regarding the marketing assistance received by women entrepreneurs 42 percent of the total respondents received marketing information to market their product in one or the other way. 28 percent of the respondents availed the space on the occasion of fairs and exhibitions conducted by the AWAKE, DIC, Karnataka State Women Development Corporation, FKCCI, KVIC and others. 17 percent of the respondents sell their products through KVIC, while 11 percent secured permanent outlets from the government. Only two percent of the respondents did not avail any marketing facilities or information from any authorities.
20. Sixty four percent (64%) of the respondents advertise their products through print and electronic media. The former covers newspapers, periodicals and journals. While the latter includes radio, television, cinema slides, outdoor roaming vans. And the remaining 36 percent of the respondents were not at all advertising their products. It can be concluded that a majority of 64 percent of the respondents invariably advertise their products either in electronic or print media or both thereby the products are effectively made known to the customers.

FINANCE AND WOMEN ENTREPRENEURS

21. Seventy six percent (76%) of the respondents were availed loan from one or the other sources like Financial Institutions, moneylenders or from friends and relatives, but 36 percent of the respondents completely depended on their own investment.

22. There are various sources that are available for women entrepreneurs to raise loans on a cost-effective basis. The percentage of loans availed by respondent women entrepreneurs from State Government Schemes, KSFC, KVIC, Commercial Banks and Moneylenders, varies from agency to agency at different rates of interest (see table 4.25). On a four-point scale, the respondents were asked to rate the financial assistance received by them.
percent of the women entrepreneurs expressed that the financial institutions, friends and relatives helped them financially to a substantial extent in the successful running of their businesses. Whereas, 24 percent of the respondents indicated that the financial assistance from the sources shown in the table 4.25 were of meager. A negligible percent of respondents (1%) opined that the sources of finance could not help them in anyway.

From the above information, it can be concluded that the financial assistance rendered by the institutions are admirable. They helped the women entrepreneurs substantially in organizing and succeeding in the business.

23. The quantum of loan availed for purchasing fixed assets such as land and building, plant and machinery, equipments by the women entrepreneurs varied from respondent to respondent and based on their owned capital. The owned capital determines the quantum to be borrowed from the institutions. However, the range commences from less than Rs.1,00,000/- to more than Rs.10,00,000/-based on the requirements of individual respondents.

24. Only Fourteen percent (14%) of the respondents had obtained working capital assistance from term lending institutions. Considering the nature of their functions,
even this is significant. It is found that the financial institutions provided seed and fixed capital assistance and the commercial banks and moneylenders met the working capital requirements of women entrepreneurs. It was also revealed during personal interview that, in some circumstances women entrepreneurs went for personal loans to meet their working capital requirements.

25. Seventy four percent (74%) of the respondents stated that they were aware of the special schemes meant for women entrepreneurs. They also expressed that, there are various schemes like Mahila Abhivrudhi Yojana, Equity Loan Schemes, Mahila Udyama Nidhi, and Women Entrepreneurs' Schemes.

26. In respect of the problems faced by the women entrepreneurs in obtaining the loan from the financial institutions, more than one response was received from the respondents. Majority of 76 percent of the respondents complained that there were too many formalities and procedures to avail loan, 55 percent of the respondents complained that there is inordinate delay in clearance, 44 percent of the respondents reported that reception of the officers towards the project was not encouraging and 22 percent of the respondents responded that there was no proper guidance. Hence, during the study it was revealed that many aspiring women entrepreneurs withdrew their
decision of obtaining loan from the financial institutions. And therefore 24 percent of the respondents are forced to setup their ventures on their own capital investments.

It can be concluded that lack of proper guidance, too many formalities, inordinate delay in clearing the loans, lackluster attitude of the officials all hindered the growth of women entrepreneurs in one way or the other.

27. The women entrepreneurs need working capital to buy raw materials, to meet administrative expenses and for bills discounting. 42 percent of the respondents completely depend on their own fund for meeting working capital requirements and the other usual sources are commercial banks, moneylenders, friends and relatives, KVIC and KSFC.

28. Seventy percent (70%) of the respondents did not face any shortage of working capital, but 30 percent of the respondents did face shortage of working capital at some point of time. The shortage of working capital varies from 20 percent to 60 percent.

29. Sixty percent (60%) of the respondents started their ventures with their own capital in the initial years, 19 percent of the respondents established their business ventures with initial financial assistance from commercial
banks. 25 percent of the respondents borrowed funds from friends and relatives in the later years of their ventures. 44 percent of the respondents relied on commercial banks in the later part for financial support. (See Table 4.36)

It may be concluded that a majority of the respondents found their initial investment from their own source and later on moved to institutional sources financial help. It may be interpreted that they could get help after proving their entrepreneurial capabilities.

30. Sixty five percent (65%) of the respondents did not fall under income tax net, while 35 percent were income tax assesses. It can be inferred that, the outlay of women entrepreneurs are either low or moderate, the output is also according to the investments made by them. Because of the small size, the profitability is comparatively low, the question of tax payment does not arise in majority of the cases. Therefore, they are kept out of the tax net.

31. Twenty four percent (24%) of the respondents, who availed loan, said that the loan schemes of financial institutions were good; whereas 76 percent stated the loan scheme need to be revitalized or modified. As far as the overall experience with the financial institutions with regard to availing financial assistance under the various schemes
was concerned, 26 percent of the respondents ranked as 'Very poor'. 20 percent of the respondents marked as 'Very Good'. 24 percent of the respondents termed the overall experience as 'Good'. 16 and 14 percent of the respondents expressed that their overall experience with the financial institutions as 'Excellent' and 'Poor' respectively. (See table 4.39)

WOMEN ENTREPRENEURS AND TECHNICAL ASSISTANCE

32. A sizable number of women entrepreneur respondents comprising 70 percent received technical training such as project report preparation, documentation in export and import businesses, pricing of products, packaging of goods, accounts maintenance, VAT calculations, trade-specific skills and knowledge.

33. Eighty six percent (86%) of the respondents felt that technical training received by them provides the required skills, knowledge and abilities. They also stated that the programmes provide EDP and MDP aspects of entrepreneurial knowledge. And 14 percent of the entrepreneurs felt that it did not provide adequate knowledge required for their trade.

It can be concluded that majority the respondents who have availed training are satisfied with the training
methods. The training programme actually imparts them the skills and knowledge necessary to carry out the business ventures. There exists a positive correlation between training methods and the success of the women enterprises.

34. Out of 50 respondents in the manufacturing sector, 40 respondents (80%) use 100 percent indigenous technology, whereas remaining 10 respondents (20%) use 80 percent indigenous technology and 20 percent imported technology. Thus, the imported and indigenous technology combined together act as a corner stone for the success of women entrepreneurs under the study. (See table 4.42)

**MANAGERIAL TRAINING AND WOMEN ENTREPRENEURS**

35. Managerial training to women entrepreneurs played a crucial role in shaping the successful business ventures and at the same time ensuring the success. 44 percent of the total respondents had participated in the Management Development Programmes conducted by various agencies supporting women entrepreneurship in Bangalore and 64 percent of the respondents who have attended MDP stated that the programme was ‘very useful’ to conduct the business effectively. 32 percent of the respondents gave
the rank as ‘useful’. Only 4 percent of the respondents were dissatisfied with the contents of the course.

36. A large chunk of 70 percent of the respondents knew about the Entrepreneurial Development Programmes (EDP) offered by financial institutions, government agencies, banks, NGO’s and others. While 30 percent of the respondents did not know about the EDP. Out of 70 respondents who knew about EDP, 60 respondents have actually undergone EDP training in different organizations. Out of them 53 percent of the respondents obtained ED training from private institutions such as NGOs and especially from AWAKE, a leading NGO in Karnataka for women entrepreneurs and from SISI. 30 percent of the respondents undertook training from Government agencies such as Karnataka State Women Development Corporation and District Industries Center. The remaining 17 percent of the respondents took EDP from leading Commercial Banks such as SBI and Canara Bank.

The point observed by the researcher was that though government institutions and banks conduct EDP, it is not on regular basis. The other noticeable point was that the number of intake for EDP programme was minimal.
37. In coordinating the different activities of their respective enterprises, 16 percent of the respondents expressed their difficulties, because of turbulent and competitive global environment. However, 84 percent of the respondents by acquiring competitive edge in their chosen trade did not find any difficulty in coordinating the activities of their enterprises. And the researcher observed in respect of women entrepreneurs who are in the food industry, toys, electronic, paper bags and other eco-friendly products experiencing tough competition with large established industries and brand names.

It can be rightly concluded that some of the respondent women entrepreneurs finding it difficult in coordinating the different activities of their business ventures. If that is the case, it is very difficult to run the business efficiently and effectively because one of the pre-requisite and important functions of management is coordinating or synchronizing the efforts.

38. 84 percent of the respondents under study were confident about their future prospects in their chosen field, while 16 percent of the respondents indicated that their future is very bleak due to global competition.

39. Twenty-four percent (24%) of the respondents experienced the problems peculiar to them in one way or the other.
The problems were, woman entrepreneurs in Bangalore still face the male dominations, taboos, dogmas, non-cooperation and peculiar problems. Adding to this, reluctance of the banks and institutions to lend money even though women are adjudged as the prompt re-payers of loan amount. Biased and prejudiced attitudes of the authorities to grant tenders or allowing women entrepreneurs to do the work allotted through those tenders after 6 pm, wrong presumption as to the quality of the product because it is manufactured by a women, apathy, abuse from the husbands, in-laws, neighbours, friends and so on. The problems listed here are just indicative and not exhaustive.

INSTITUTIONAL SUPPORT IN WOMEN ENTREPRENEURSHIP

A. KSFC

40. The Karnataka State Finance Corporation operates 'Mahila Udyama Nidhi' scheme and 'Women Entrepreneurs Scheme'. In the first scheme mentioned herein, it lends between Rs. 5 lakhs and Rs.10 lakhs. In the 2nd scheme indicated, it lends from 5 lakh to 500 lakhs. Both the loans are lent at the rate of 11 percent per annum for a period of 5 to 7 years by taking into consideration immovable property as security. Both the schemes are
under the refinance portfolio of SIDBI. The number of borrowers under ‘Mahila Udyama Nidhi’ scheme for the three years period 2002-03, 2003-04 and 2004-05, was 05 (Rs.21.89 lakh), 04 (Rs. 37.98 lakh), and 12 (Rs.90.56 lakh) respectively. And for the same period the number of borrowers under the 'Women Entrepreneurs Scheme' was 321(Rs.8878.96lakh), 324(Rs.10300.30 lakh) and 283 (Rs. 6216.82lakh) respectively. It can be inferred that, the number of borrowers was very less under Mahila Udyama Nidhi scheme.

41. The women beneficiaries in Karnataka under Mahila Udyama Nidhi and 'Women Entrepreneurs Scheme' were numbering 326 in 2002-03, 328 in 2003-04 and 295 in 2004-05. The number of women entrepreneurs under Scheduled Caste and Scheduled Tribe were 59, 60 and 53 respectively for the same period.

It can be interpreted that Bangalore being a cosmopolitan city with a population of over seventy five lakhs, the miserable point is that only 20 women entrepreneurs in 2002-03, 21 women entrepreneurs in 2003-04 and 15 women entrepreneurs in 2004-05, availed loan from KSFC and as far as Scheduled Caste and Scheduled Tribe women entrepreneurs are concerned the figures are very pathetic. The number of SC/ST women entrepreneur borrowers for the same period in Bangalore district was 2, 3 and 2

343
respectively. Efforts need to be made to enhance the present statistics. This low statistics may be due to that KSFC lends loans from 5 lakhs and above only, but many women entrepreneurs capital investment lies some where between 1 lakh to 3 lakhs. In some cases it is even below one lakh rupees.

Apart from Mahila Udyama Nidhi and Women Entrepreneurs Schemes the other loans lent by KSFC were general loans, seed capital, equipment loan, short-term loan, lease loan and corporate loan.

B. KVIB

42. There are several schemes that are open to women entrepreneurs in Khadi and Village Industries Board. The schemes are Rural Employment Generation Scheme, (Margin Money Scheme), Interest Subsidy Scheme, Common Facility Centre Scheme, Design Development (Prodip) Scheme and other artisan related schemes.

43. The amounts sanctioned by KVIB under various schemes were remarkable deed indeed. In the year 2002-03, amount sanctioned by KVIB was Rs. 54.00 lakh, in 2003-04 was Rs. 58.40 lakh and in the year 2004 -05 was Rs. 62.70 lakhs the number of beneficiaries during the same three years period were stood at 27, 25 and 290
respectively. In the year 2004-05 the number of beneficiaries shot up rapidly due to the introductions of Margin Money Scheme, which comes under rural employment guarantee scheme of government of India to provide more employment opportunities to rural women artisans. This scheme is applicable to rural area including Bangalore rural district. 88 banks have been recognized by KVIB to take up the scheme.

44. Under Margin Money Scheme the beneficiaries' own contribution is 10 percent of the project cost. The KVIB offers 30 percent subsidy for all women entrepreneurs and SC/ST categories. The population of revenue village should not exceed the 20,000. Further, KVIB provides loan for design and product development for apparels and design and fabric development for apparels to women entrepreneurs.

45. KVIB offers technical training, marketing support and conduct of exhibitions / fairs in different parts of Karnataka. The KVIB respondent suggests that some sort of pre-training is necessary for women entrepreneurs before they take up their ventures such as basic training, Entrepreneurial Development Programme, Skill development programme, and training in marketing area and the like. They also indicated that the parameters like education, training, and willpower and hard working are
essential pre-requisites for women entrepreneurs to become successful.

C. KSWDC

46. The Karnataka State Women Development Corporation has under its fold several state governments and central governments schemes. The state government schemes are—Devadasi Rehabilitation Programme, State Resource Centre for women self employment counseling, Udyogini, Marketing assistance scheme, Mane Belaku, Mahila Arthika Swavalambana Yojane (Self -Reliant Women’s Groups) and Nagara Stree Shakti. Devedasi rehabilitation programme was in Belgaum and Bijapur Districts of Karnataka.

47. Under Udyogini Scheme the physical targets for the three years period show fluctuating trend. But the financial targets show increasing trend. 'Mane Belaku' scheme was inoperative for three years. So also 'Mahila Arthika Swawalambana Yojane'. In respect of 'Nagara Stree Shakthi' programme the KSWDC remarkably created 5000 groups and lent Rs.181.5 lakhs.

48. The KSWDC provides technical training support, marketing support, project preparation support, giving outlets to women entrepreneurs to exhibit their products
in the fairs and exhibitions. KSWDC organises 3-5 days State level fair on the occasion of International Women Day i.e., March 8th of every year, apart from that Dasara exhibition in Mysore, and other District level, Taluk level fairs will be conduced by KSWDC. It also conducts Entrepreneur Development Programme for the development of women entrepreneurs.

49. The ‘Mahila Swaudyoga Margadarshana Kendra’, Bangalore is a counseling centre for prospective women entrepreneurs offered by KSWDC through an NGO called Initiatives for Development Foundation (idf). Majority of the women entrepreneurs were benefited from this programme.

50. There is specific modus operandi for each of the schemes of KSWDC. Under Udyogini and Devadasi Rehabilitation Scheme (DRP) once a loan is sanctioned by a Bank, the beneficiary takes up self-employment / income generating activity.

51. In Women Training Programme (WTP) of KSWDC, women are provided skill - oriented training which helps them for self-employment / employment. The exhibitions organized by the corporation is providing a platform to market the products manufactured by the individual women entrepreneurs and Self Help Groups (SHGs) members.
52. Under State Resource Centre Scheme, the KSWDC has women self-employment counseling centre in 13 districts including Bangalore. These centres provide counseling to women entrepreneurs to take-up self-employment. The corporation has tie-up with many institutions and NGOs to cater to the needs of women entrepreneurs.

53. According to the respondent KSWDC, there is no educational barrier for women to take up assistance from the corporation but they should have crossed 18 years of age.

D. Dr. B.R. AMBEDKAR DEVELOPMENT CORPORATION

54. Dr. B.R. Ambedkar Development Corporation operates Self Employment Scheme; the variants are 'ISB', 'Direct Loan Scheme' and 'Micro Credit Scheme'. The other main schemes are Land Purchase Scheme (LPS), Ganga kalyana Yojane(GKS) Community Irrigation Scheme, Lift Irrigation Scheme and Individual irrigation cum bore well scheme. It also operates Saffai Karmachari Rehabilitation Programme (SKRP).

55. The corporation has granted Rs.1137.41 lakh loan to women beneficiaries in the financial year 2002-03, Rs.
1,272.51 lakh in the financial year 2003-04 and Rs. 1,043.94 lakh in the financial year 2004-05. The corporation has granted more loans in the year 2003-04 than in the year 2004-05. The Corporation also provides seed capital, margin money loan and term loans. The main drawback in availing loan is that an enumerable touts attached to different political parties are acting as intermediaries between the corporation and the beneficiaries. They are wielding more powers than the authorities concerned. It takes usually six months for the beneficiary to get the loan amount from the corporation.

56. Under the Self-Employment Programme of the corporation, from Bangalore Urban District, in the year 2002-03, Rs.8.26 lakhs comprising of Rs. 2.63 lakh subsidy and Rs. 5.63 lakh Bank loan amount was sanctioned to the Scheduled Caste women entrepreneurs. In the year 2003-04, Rs.10.08 lakhs comprising of Rs. 2.10 lakh subsidy and Rs. 7.98 lakh Bank loan amount was sanctioned to the Scheduled Caste women entrepreneurs. But in both the financial years there was no Scheduled Tribe women entrepreneurs. And in the year 2004-05, Rs. 11.37 lakh for Scheduled Caste and Rs. 2.22 lakh for Scheduled Tribe Women entrepreneurs was sanctioned. (See table 4.61)
57. Under the Self-Employment Programme of the corporation, from Bangalore Rural District, in the year 2002-03, Rs.15.12 lakhs comprising of Rs. 3.84 lakh subsidy and Rs. 11.29 lakh Bank loan amount was sanctioned to the Scheduled Caste women entrepreneurs. And Rs. 1.87 lakh was sanctioned to Scheduled Tribe Women entrepreneurs. In the year 2003-04, Rs.9.29 lakhs comprising of Rs. 3.32 lakh subsidy and Rs. 5.96 lakh Bank loan amount was sanctioned to the Scheduled Caste women entrepreneurs and Rs. 0.86 lakh was sanctioned to Scheduled Tribe women Entrepreneurs. And in the year 2004-05, Rs. 15.47 lakh for Scheduled Caste and Rs. 3.17 lakh for Scheduled Tribe Women entrepreneurs was sanctioned. (See table 4.62)

58. The Land Purchase Scheme and Mahila Samrudhi Yojane (Micro Credit Scheme) of Dr. B.R. Ambedkar Development Corporation are 100 percent women specific programmes. In case of schemes like Self Employment Programme (SEP), Ganga kalyana Yojane (GKS), Saffai Karmachari Rehabilitation Programme (SKRP), ISB schemes, only 33 percent are meant for women beneficiaries as per the Government norms.

59. The training offered by the corporation is in the area of leather technology, computer, tailoring and designing. It does not extend marketing and other supports.
60. The government allocates funds for nursing training under self-employment programme intermittently or occasionally. The corporation also assists in acquiring inputs for women beneficiaries.

E. DICs

61. The District Industries Centres mainly operates the crosschecking and processing of loan applications of women entrepreneurs under Prime Minister Rozgar Yojana (PMRY).

62. During the year 2002-03 the number of applications sanctioned by Bangalore Urban District under PMRY was 389 and amount earmarked was Rs. 287.08 lakhs. But the amount disbursed during that year was only 248.7 lakhs for 352 applications. In the year 2003-04 the Bangalore Urban DIC sanctioned Rupees 475.16 lakh but actual amount distributed was 206.55 lakhs. In the year 2005 the actual amount disbursed was 76.91 lakhs.

63. The Bangalore Rural DIC scenario in the disbursement of loans under PMRY Scheme was during the year 2002-03 the number of applications sanctioned under PMRY was 206 and amount earmarked was Rs. 75.00 lakhs. But the
Amount disbursed during that year was only Rs. 53.50 lakhs on 112 applications. In the year 2003-04, it sanctioned Rs. 108.00 lakh but actual amount distributed was Rs. 39.50 lakhs. In the year 2004-05 the actual amount disbursed was Rs. 55.84 lakhs. (See table 4.65)

64. The DICs have been providing various other supports to women entrepreneurs like providing training, extending technical and marketing support, assisting in the preparation of project report. Sponsoring EDP programmes, conduct of skill based training, providing entrepreneurs awareness programme through Technical Consultation Organization of Karnataka (TECSOK), a State Government Organisation, Small Industries Service Institution, a Government of India Organisation, Rural Urban Development Society for Entrepreneurs and Center for Entrepreneurs Development of Karnataka (CEDOK).

65. Training is compulsory to PMRY candidates. The District Industries Centre imparts training to women through four Institutions mentioned above. The Training depends on the kind of tasks assigned to the beneficiaries. It is normally 10 days for services and trade related aspects and 20 days for industry category. The beneficiaries get certificates from the training institutions and then they are eligible for the loans.
50 As far as marketing support is concerned, the DICs facilitate the beneficiaries by asking them to register their names at District Supply Marketing Society (DSMS). The Vishweswaraiah Industrial Training Centre (VITC) offers funds to DIC for the purpose of conduct of exhibitions and fairs wherein the beneficiaries may either get awareness or showcase their products.

51 The DICs to enable the beneficiaries to get holistic supports in addition to finance have tie-ups with certain topnotch organizations in and around Bangalore. The partner organizations are both State and Central Government organisations.

52 The DICs to assist the prospective women entrepreneurs in the matters of financial assistance, technical know-how, raw materials and other subsidiary related matters, have tie-ups with Coir Development Corporation, Karnataka Industrial Area Development Corporation, Karnataka Small Scale Industries Development Corporation, Karnataka State Finance Corporation and Leather Industries Development Corporation of India for providing the said assistance. Further, the respondent DICs opine that women are better businesspersons because they have the ability to judge the situations and take-up the decisions and on being asked about male dominance in the actual management of the women run
units, the respondents inclined to say that 50 percent of dominance prevails approximately. Further they say 25 to 35 percent of women entrepreneurship organizations are prone to sickness. The causes assigned for sickness are lack of entrepreneurism and sometimes due to paucity of working capital.

F. CANARA BANK'S WOMEN BANK

53 The Woman Bank, a special wing of Canara Bank is looking after various assistance to women entrepreneurs has been doing wonderful job in catering to the requirements of ventures of women, in this direction the bank lent Rs. 156.88 crores to 23,237 women beneficiaries during the year 2002-03. In the year 2003-04 the amount disbursed was Rs.192.29 crores covering 50,070 beneficiaries and it was Rs.254.37 crores encompassing 50191 applicants in the year 2004-05.

54 As far as Scheduled Caste and Scheduled Tribe women entrepreneurs, during the financial years 2002-03, 2003-04, and 2004-05 amount lent was Rs. 28.24, Rs.34.61 and Rs. 45.79 crores covering 4183, 9013 and 9034 women beneficiaries respectively. The Canara Bank utilizes every year one percent of the total profits for extending various facilities to women entrepreneurs in Karnataka.
The Canara Bank mainly offers loans to women under the name and style of 'Can Mahila' and 'Can Jewel'. Can Mahila is mainly to domestic purpose i.e., to purchase household articles as well as for business purposes, whereas Can Jewel is meant for purchasing of jewels for consumer purpose. (See table 4.67).

In addition to the above, the Canara Bank provides various loans such as seed capital, working capital, equipment loan, fixed capital, short term, long term, margin money loan, lease loan, composite loan so on and so forth ranging various quantum of loan amount. The loan amount lent by the bank, varies from purpose to purpose, security offered, credit worthiness of the borrowers, viability of the project, projected income generation from the project and the like. The specialty of Canara Bank is that the lead-time for availing loan is just 15 days and also it recovered a major chunk of 85 percent and above loan amount.

The respondent Canara Bank provides skill development programme on apparel and fashion technology, software training, beautician training, screen printing, paper bags, candles making, phenyle and cleaning powder making, house made product, chats, catering, EDP, MDP and the like. To market the products of women entrepreneurs
and facilities are provided to them at free of cost in the Banks sponsored exhibitions conducted annually thrice in the names of 'CANUTSAV', 'CANMELA' and 'CANBAZAR'.

58 The Bank through its Canara Bank Platinum Jubilee Rural Development Trust started an exclusive training institute for providing training to the rural women towards self-employment. The self employment-training institute is situated in Harohalli, Kanakapura Taluk, and Bangalore Rural District. The training is provided at free of cost and all the training materials, including food is provided at free of cost with good hospitality during the training period to the trainees and subsequently the loan amounts are granted to eligible beneficiaries.

Q. FKCCI (Women Committee)

59 The FKCCI through its women's wing offers certain support facilities to needy and prospective women entrepreneurs continuously. The kinds of supports offered are mainly appropriate counseling and enlightening the women on the business opportunities.

60 Counseling was given on setting up of business, tax related matters, the government policy, packaging, pricing, type of products to be manufactured, sources of finance
and project preparation and the like. During the year 2002-03 counseling support extended to 313 women beneficiaries out of whom 42 and 11 recipients belong to scheduled caste and scheduled tribe respectively. The figures for the years 2003-04 and 2004-05 show a bit of upward trend.

61 The FKCCI offers MDP programmes to the needy women entrepreneurs and other members regularly. The numbers of persons who have availed MDP was 119, 110 and 121 for the years 2002-03, 2003-04, and 2004-05 respectively. The programme imparts leadership, motivational, communicational, interpersonal, business, attitudinal, environmental and other related skills.

62 The normal social background of the women entrepreneurs who approached the FKCCI for assistance was high academic qualification with motivation to run successful business venture on their own.

63 The respondent FKCCI expressed that pre-training is necessary for women entrepreneurs before they take up their ventures, in order to create awareness of the opportunities, market demands, women's own attitudes and interest, networking and public relations for customer satisfaction.
64 The respondent FKCCI asserts that special incentive schemes of the government are necessary to promote women entrepreneurship, especially efforts for financing, marketing networks and specific industrial estates separately for women. In addition, they adduce that there is no misuse of funds given by institutions to women entrepreneurs.

65 The ever-active chairperson and secretary of women's wing of FKCCI responded that male domination in women entrepreneurship persists to the extent of 25 percent. The causes for sickness of the women owned units were same as in the case of the male counterparts. The sickness rate varies from 35 percent to 40 percent. All types of business ventures better suits women too.

H. AWAKE

66 The AWAKE is not lending directly to the women entrepreneurs instead, it recommends the applications and project proposals received to different institutions and banks for extending financial support of both short-term and long-term. The number of proposals referred to various institutions for short term and long term finance were 71, 52 and 65 for the years 2002-03, 2003-04 and 2004-05 respectively. Out of which the number of SC/ST
women applicants are 14, 8 and 7 in the years 2002-03, 2003-04 and 2004-05 respectively.

67 The members of AWAKE are from different avocation and walks of life. Some are engaged in trade and commerce, while some others are artisans, manufacturers and service providers. These members have been given an opportunity to take part in the exhibitions wherever possible and also to promote their products. They are also given guidance in quality and packaging. AWAKE facilitates business linkages.

68 The various supports extended by AWAKE to its members are training, marketing, project report preparation, research and development, conduct of fairs and exhibition, MDP, EDP and the like. The remarkable services provided by AWAKE for the support systems are quite laudable. 25 to 35 percent of the members of the AWAKE avail one, two and more than two supports from it.

69 AWAKE organises buyers-sellers meets, to promote their products and wherever possible market linkages were created and supported by field coordinators. Every 3rd Tuesday of a month is marketing day for the members of AWAKE. It conducts and facilitates at least one or two exhibitions every month in selected and prominent
locations in the city and districts of Karnataka and helps its members to promote their products and market.

70 To overcome the weaknesses and limitations of the women entrepreneurs, the AWAKE opines that capacity and confidence in meeting uncertainties is essential for women and they should start small but think big. The schemes of AWAKE actually empower women entrepreneur members. AWAKE adopts effective methodology in the training programmes and through its exhibitions and conferences it facilitates business linkages.

71 Business counseling is one of the main activities of AWAKE. It conducts counseling on every Thursday between 2:30 to 5:00 p.m. Besides, it conducts counselors training programme to counselors to know more about how to counsel effectively (training the trainers programme). AWAKE regular workshop includes training in paper products, candle making, idea generation, need based awareness programme and so on. It conducts a series of EDPs and many skill-training programmes for the members of Self Help Groups (SHGs) and to individuals. In the awareness programme for entrepreneurs the urban poor, rural poor and SHG members are included.

72 In the pipeline it has a proposal to setup AWAKE bazaar opposite to ISKCON temple, Mahalakshmi puram,
Bangalore, wherein 18 women entrepreneurs will be given privilege to setup their permanent stalls at a subsidized rent.

**GENERAL FINDINGS**

During the survey the researcher has observed that women sought personal growth, development and challenge and simultaneously they like to support their families in today’s high cost of living, which they expected to fulfill through their work. But for them both career as well as their family both are very important. Accordingly some leading women entrepreneurs in Bangalore, of the opinion that no women entrepreneur should stay in her office beyond 6.p.m and should completely spare weekends for her family. This is very important for leading a better quality of life. One of the members of the management has opined that the divorce rate was increasing among women entrepreneurs due to lack of better balance between their work and family responsibilities. According to her concern for the family was significantly and positively related to balancing family and work, social contribution and profit as measures of the entrepreneurs’ success.

Some women entrepreneurs informed that they were discriminated by some authorities. Some women entrepreneurs, who are Post Graduates/Technically qualified were expressed
that they were discriminated by the officials of some government and some other institution while allotting government tenders even though they are more capable and even if the tenders were allotted to them, only 40% or 50% of the total work is allotted. This is because of the negative attitude of the officials that women are incapable.

Some women entrepreneurs also expressed that they incurred a huge loss after manufacturing for the bulk orders they received. That is due to that some customer's offers huge orders to the manufacturers but after the production is over they would not turn up. Many entrepreneurs barrow funds to meet the expenditure on bulk orders, if the customer would not turn up then it will resulted in a great loss.

Many (40%) women entrepreneurs registered in DIC were not aware of the different institutions extending support to women entrepreneurs. These people expressed so many problems they are facing in their business ventures. But when the researcher informed them about some supporting institutions which offers legal counseling like KSWDC, FKCCI (Women Committee), AWAKE etc, they were not even ready to listen to the researcher/showed much interest and they do not like to go to any supporting institutions for getting remedy for such problematic issues through legal counseling. Around 25 percent of the registered women entrepreneurs of DIC were completely depending on the male members of the family to look after their
Some of them are aware of the business they are doing but may not know the pros and cons of running a business.

According to the respondent DIC, PMRY loans are security free loans up to Rs. 100,000. But in reality no Bank offers PMRY loans without adequate security. According to some respondents, getting loans from Dr. Ambedkar Development Corporation is not such an easy thing. Because an enumerable touts attached to different political parties are acting as intermediaries between the corporation and the beneficiaries.

Chitra Naik, Officer in charge of Canara Bank Women cell, informed that even though it is doing a wonderful job, it is getting very less response to its training programmes. Many women register their names to different skill development training programmes, but when actual training programmes were conducted very few of them will participate in that programme. The Canara Bank women Cell also likes to organize awareness programmes by its own sponsorships at various villages / towns as well as in Women’s Colleges. But only few colleges or members of the towns come forward to organize such awareness programmes.

One of the Scheme of DIC for women entrepreneurs i.e., YASHASWINI was doing well then also it was withdrawn by the
authority due to some personal reasons of the department. The incharge of the Scheme and the Counseling centre of YASHASWINI was assigned to TECKSOK, an NGO, due to lack of coordination between the higher officials of both Department of Industries and Commerce and The TECKSOK, the programme was withdrawn at the end of the financial year 2004.

SUGGESTIONS

The study on Institutional Support System and Development of Women Entrepreneurship in Karnataka – A special focus on Bangalore District was very significant in revealing a number of issues relating to women entrepreneurs and the supports extended by institutions, banks and NGOs. The researcher would like to offer constructive suggestions to women entrepreneurs as well as the agencies in women entrepreneurs rendering multiple supports and facilities.

1. The education for women can be a powerful tool to domestically, reinforcing their roles as mother, wives and caretaker. At the same time, education can also enable women to develop the ability to think more rationally and take decisions more confidently. Specifically the self-confidence and self-esteem, assertiveness and egalitarian beliefs that women may develop through such education.
Hence, graduate and postgraduate Women entrepreneur respondents were running their business successfully even though they are of high technology industrial ventures. Hence women should be a primary focus of all literacy programmes (of the government) that provides the best return on investment for all concern.

2. Women with the education level of SSLC and PU generally engaged in traditional businesses of manufacturing pappads, pickles, readymade food masalas, garments and others. They find it difficult to interact with the outside environment because of lack of courage and fear of failure. As technology is fast advancing, women should be trained in modern techniques and latest trends in activities like, IT, BT, Electronics, accessories, tourism, entertainment and other sectors where the growth potentialities are very huge, so that productive utilization of their time and capacities can take place.

3. Women from Joint families have a number of obstacles because of their different roles and responsibilities. It also resulted in lack of moral support from family members. Hence, awareness programmes and counseling should be conducted for the family members of the women entrepreneurs, since they are facing many problems in balancing their business as well as their families.
4. Many respondents are accountable to family responsibilities. This makes them not to take free and independent decisions. Therefore it is suggested to the family members of the women entrepreneur respondents to create a suitable environment for women members who are pursuing entrepreneurship and enable them to act independently.

5. Many of the respondents are reluctant to indicate their respective caste for the best reasons known to them only. Due to that even though there are various schemes available for the upliftment of SC/ST women, they do not go forward to make use of such schemes. It is clearly shown in table 4.61 that there are no Scheduled Tribe beneficiaries for the two financial years (2002-03 and 2003-04) from the Self Employment Programmes of Dr. B.R. Ambedkar Development Corporation.

6. Many respondent women entrepreneurs complained of high price while procuring raw materials. So government should take care and supply raw materials to women entrepreneurs at a concessional rate from Government agencies.

7. It is suggested that the institutional support providers must target the young graduates in various colleges and universities. This makes women entrepreneurs in their
early age to pickup the nuances of the chosen trade or services. The AWAKE, DICs and Karnataka State Women Development Corporation shall work towards this end.

8. The respondent women entrepreneurs who are members of any of the professional bodies or the supporting institutions are not facing any problems relating to coordinating the different activities of their business and they are doing well. So more awareness should be created to all the women entrepreneurs to become the members of any of the professional bodies.

9. It is very much essential to create an awareness programme and skill development programme especially to the registered members of DIC.

10. The institutions must provide support on training women entrepreneurs in environmental issues and make them eco-friendly. For this purpose training on green management is also admissible.

11. Many women entrepreneurs experience difficulty in pricing their products or services; therefore it is suggested to the institutors to train the women entrepreneurs on the pricing of products or services too. Correct pricing stimulates the rate of sales.
12. The institutions in women entrepreneurs must provide comprehensive training in marketing of goods manufactured by the respondents. They must be trained on matters such as analyzing marketing environment, conducting marketing research, planning marketing mix components, designing the advertising message, dealing with middlemen, wholesalers, retailers, etc.,

13. All the women entrepreneurs should take part in trade fairs and exhibitions, which creates awareness about the products and also creates an outlet for their products. Ex: Delhi Hatt, and the mela at safina plaza organized by AWAKE, District level and State level fairs organized by KSWDC, CANBAZAR, and CANMELA by Canara Bank etc. The women entrepreneurs can also make use of the existing networks like ‘Nilgiries’, ‘Food World’ etc, to market their products in the company’s brand name by negotiating a long-term agreement so that they can solve themselves the problem of marketing their products.

14. Government should also give importance to the products of women entrepreneurs and reserve some percentage of the products of women entrepreneurs while purchasing required stationary, contingency and other materials to its departments.
15. The women entrepreneurs must be trained to have the correspondence making ability with radio, TV, Newspaper and other journal authorities to advertise their products in these mediums. The institutors must train them on all these aspects.

16. The current international requirement is that the packaging of goods must be according to international standards as given in WTO agreement. The women entrepreneurs must also be trained on the packaging of goods meant for export.

17. The women entrepreneurs need to be given training on stress management, gender issues, gender equalities, empowerment and the like. Further they must be given the training on the coordinating of activities; the best training is on the ERP (Entrepreneurship Resource Planning) and strengthens women psychologically, morally, sociologically, economically, academically and politically.

18. Government should take initiative to set up separate industrial estate to women entrepreneurs.

19. Collateral security requirements by the Bankers and financial institutions have made women avail the alternative source through moneylenders where in they pay exorbitant rates of more than 100% per annum in some
situation. This statutory hurdle like collateral security for availing the loan is detrimental to their development, as most of the Indian women would not posses immovable property in their names. So it is one of the hurdles for the development of women entrepreneurs. So in the future policies of government should give importance to the credit policies towards women entrepreneurs and should remodify the existing procedures.

20. Financial institutions and Banks claim that liberal financial package available to women entrepreneurs is sufficient for the growth and development of the enterprises. But in reality, the situation on collateral securities is quite different. Proper follow-up and guidance is required by the lending agencies to curb the misuse of funds and other benefits.

21. The rate of interest charged by the financial institutions and in almost all the banks is same as in case of general entrepreneurs. But government of India should take initiative to reduce the normal rate of interest charged to women entrepreneurs.

22. The rate of interest charged to women entrepreneurs for different purposes of loan varies from institutions to institution. The discrepancy must be done with and
uniformity in the interest rate needs to be established among the loan providers.

23. It is suggested that the financial institutions must also provide short-term capital that is the working capital to the women entrepreneurs. This is because KSFC, KVIC and others lend only for long-term. The success of business depends on availability of working capital therefore the large financial institutors must also look into the working capital requirements on women entrepreneurs.

24. Shortage of working capital and high rates of interest charged by banks were the two major problems, which cause difficulties to the women entrepreneurs. Commercial banks and similar financial institutions should be given directives by the government to sanction loans for the working capital requirements of the women owned units at a subsidized rate, by giving top priority.

25. In order to ensure that there is adequate credit-flow to women entrepreneurs, a sub-goal may be fixed under the priority sector advances by the banks as is being done presently for advances to weaker sections and other special sectors.

26. In spite of various reforms being incorporated by the government to set up the new units, still there are number
of formalities required by the Women Entrepreneurs to undergo before getting the loans. These formalities need a fresh look, which should be reduced to the bare minimum requirements of the bank so that minimum time, after the project has been finalized, is taken to bring it in operational stage. The loan procedure should be streamlined so that women entrepreneur does not experience harassment before setting up her new enterprise.

27. Special training-cum-orientation programmes for appraising officers of banks and government agencies should be planned to change their attitudes while dealing with women entrepreneurs.

28. The number of women entrepreneurs in scheduled caste and scheduled tribe is apparently very low. Except KSFC and Dr. B.R. Ambedkar Development Corporation, in all other institutions the numbers of beneficiaries are very minimal. Efforts should be made to increase their number and also mass awareness programme is also essential. It is the duty of the institution to identify the needy and poor women beneficiaries and provides them with the necessary financial and other supports to take up the ventures and bring about socio-economic development in the regions.

29. The institutions in the women entrepreneurs must effectively guide the women entrepreneurs in the export-
import documentation processes. Many women entrepreneurs are oblivious to the fact that the documentation is very crucial either for importing raw materials or for exporting the finished goods to different countries of the world. They have to look into the legal angle of export or import procedures.

30. Because of women hood, women have some strength and some weaknesses. Training programmes should be designed in such a manner that women entrepreneurs can benefit out of their strengths and overcome weaknesses. Training programmes should also design in such a way that natural talents, aptitudes, capabilities can be multiplied and should develop self-confidence, self-esteem, assertiveness, and courage.

31. Lack of information and skills for choosing an activity is another major hurdle for development of women entrepreneurship. So training programmes should provide special assistance for selection of produce/service so that women entrepreneurs can be in a position to perceive and respond to various profitable opportunities.

32. It is suggested to the institutions to conduct Management Development Programme regularly and enable more and more women entrepreneurs to make use of the MDP facilities. Undergoing Management Development Programme
teaches the women entrepreneur to acquire leadership, motivational, communication and negotiation skills. Presently, the KSWDC, Canara Bank, conducts Management Development Programme once in three months and this has to be reduced to monthly event.

33. In the era of globalisation, the women entrepreneurs are advised to go in for virtual marketing that is on-line and electronic marketing through creating websites. This enables them to showcase their products or services to the whole world so that they can have the market access to other countries.

34. For existing entrepreneurs there is no specific support available as most of the agencies concentrate in the direction of developing new entrepreneurs. Even the existing women entrepreneurs too require counseling support to run their units better. In this direction different institutions should conduct conferences, seminars, training programmes, refresher courses, awareness camps and special management as well as entrepreneurial competencies development programmes. These should be organized and funded by financial institutions, Government agencies, associations of women entrepreneurs and EDP organizations.
35. The women entrepreneurs need to be trained on Value Added Taxes calculation and also the CST and Corporate Tax calculation. This brings about awareness and tax concession availability for different products and services. All the institutions with the women entrepreneurship must give the training.

36. It is also suggested for the institutions to setup Special Economic Zones exclusively for women entrepreneurs. The SEZs must be of single sector and multi sector products and services. There is ample scope in services sector for women entrepreneurs too such as travel and tourism, ITES, BT, entertainment and the like.

37. The KSFC must have further more schemes in addition to Mahila Udyama Nidhi Scheme and women entrepreneurs scheme and provide more opportunities for women entrepreneurs to setup businesses on a large scale to face Chinese competition.

38. The provision of margin money schemes by KVIB has increased the borrowers number and it is to be monitored whether the borrower actually sets up business or not because the money should not be diluted for other purposes.
39. It is also suggested to all the financial, non-financial and NGOs organization to provide complete and comprehensive training for women entrepreneurs in preparation of viable project reports. The project report preparation by women entrepreneurs helps them to understand the methodology and significance of project report preparation itself.

40. The schemes of Karnataka State Women Development Corporation need to be reassessed and revitalized in view of the changes in the environment. Many schemes outlived their utility. As for the changed scenario, new schemes to women entrepreneurs need to be introduced.

41. Gender discrimination and non-cooperation in government offices and financial institutions, red-tapism and bribery which are the major constraints encountered by women entrepreneurs should be eradicated through vigilance departments. Further, NGOs can help in overcoming these unethical and unfair practices.

42. Women entrepreneurs face another important hurdle in the financial borrowings from the institutions and the banks due to lack of collateral facilities. Women in India have equal rights to share or inherit the property, but in reality Indian women give up their share in the property either by force or by getting emotionally blackmailed by the family members. As a result many have no collateral
security to offer at the time of borrowing. If women own or inherit property, it may encourage or to take up entrepreneurial activities.

43. Many women entrepreneurs are compelled out of their enterprise during initial years. Because, it is difficult for them to absorb the temporary shocks. Therefore, the agencies set up, as support linkages should assist women in all her business needs and exigencies till her enterprise yield profits.

44. It is observed that very few women can get training and benefits under schemes such as PMRY, efforts should be made to include more number of women under PMRY training. Again the abuse of funds borrowed under PMRY scheme must be stopped. The women entrepreneur who borrows under the said scheme will not utilize the amount for the purpose for which they have been borrowed. Many graduate women, by producing VIII STD educational document borrow loans under PMRY scheme and escape the liability of repayment. Stringent measures should be taken to bring the culprits in the books of lawsuit.

45. Women who undergo training should be exposed to the nature and problems of entrepreneurship in their context. Confidence should be built in order to accept the business challenges as opportunities. Important innovation in all
Stages should be emphasized, because of women failing business owing to lack of innovation and creativity on their part.

46. For most of the women today, especially who are living in the city like Bangalore, employment is a financial necessity. Married women expect their own jobs to provide more financial security for their families than their partners' jobs. In such a situation women with families opt to start businesses of their own to achieve greater control over their time and energy and to better manage their duel role. Such women entrepreneurs definitely face difficulty in balancing both the responsibilities. So the concerned agencies giving support should train women how to overcome their domestic bindings by ways of increasing both mental and physical capabilities and giving importance to stress management and measures to overcome fatigue and strain. The study has also revealed highest percentage of fatigue and strain in women entrepreneurs. Many Indian women are anemic and physically weak to take hard tasks. They are highly stress prone compared to men. The agencies can teach them about health and hygiene by including few doctors in their training team, and making them aware of the significance of Yoga, meditation and regular exercise, can support their mental and physical strength.
47. It is necessary for the nodal agencies to guide women entrepreneurs during the crisis or sickness. Establishment of 'Guidance Cell' to guide on marketing, technical, production, finance, human resources and the like can provide certain essential services to women entrepreneurs in need. Increased number of programmes on paper will not develop women entrepreneurship unless sincere efforts are made.

48. Even though Canara Bank women cell is performing very well, still it is getting less response for its programmes. So the cell should take proper initiative to popularize its programmes. After registering the candidates to its skill development programmes, it takes long duration to commence the actual training programme. Hence many women who registered their names may changed their mind or engaged in some other work, cannot able to turn up to the training programme of Canara bank. So that the bank should take initiative to conduct the programme as early as possible maybe within a month of registration.

49. In addition to financial support, women entrepreneurship development needs to be supplemented by other concrete facilities and services such as upgrading of skills of women, training in production and marketing, quality upgradation and assistance through R & D, importance of value addition to their products, customer satisfaction and consumer
awareness, making them aware of Acts, Rules and Regulations such as VAT, customs and excise, Consumer Protection Act, Environmental Protection Act, EXIM Policy, Competition Act, Foreign Exchange Management Act, Information Technology Act, SEBI and the like.

50. Urgent measures should be taken to upgrade the existing technology of factories run by women. Otherwise, meeting the market requirements, increasing market share and widening business horizons is not possible. Government should give a thought in right direction towards such issues. Just implementing some schemes, training them superficially, funding for entrepreneurial activities are not sufficient to make them self-sufficient or can empower them economically.

51. Apart from AWAKE, other NGOs can contribute for the upliftment of women through entrepreneurship, provided they plan systematically in training and guiding them in right direction. Many of the existing women organizations are mere gossip centres, where members meet periodically as a change from routine household work. If NGOs are supported by the Government agencies, they can make a revolution in converting the hidden potentialities of women into real economic change.
52. A majority of the NGOs work under the banner of some community, caste or religion. Unless they come under a single umbrella or select a common platform like AWAKE, economic empowerment of women is highly impossible.

53. Too much of dependency on agencies can be reduced, if women cultivate the problem solving skills. Women entrepreneurs should cultivate the art of communicating with the outside world and not hide herself behind the wall as she used to do earlier. It is desirable and also advisable to those women who face the difficulty of investment and experience to run the industry to go in for joint ventures, partnerships and private limited companies as a suitable alternative instead of taking up the business individually.

54. The Department of Industries and Commerce used to operate a scheme called "YASHASWINI". This scheme provided career guidance, counseling and enlightening about the different women related scheme and also creating awareness about where and all the exhibitions / fairs are being held. The task was originally handled by TECSOC on behalf of DICs. Currently the scheme was withdrawn due to lack of coordination among the department officials. It is suggested to reopen the scheme forthwith for the benefit of women entrepreneurs.
DIRECTIONS FOR THE FUTURE

55. Women entrepreneurship and related aspects are futile area for carrying out research programme in future. The researcher provides the probable research arena for the future researches, which are as follows:

- Women entrepreneurship in Special Economic Zone (SEZ) may be undertaken.

- Women entrepreneurship and institutional support especially for BPO, IT, ITES, and biotechnology can be taken up.

- Women entrepreneurship in the services sector of India can also be taken up.

- Institutional support and rural women development in the globalised era can also be considered for the research programme.

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