CONCEPTS AND REVIEW OF RELATED LITERATURE

“Women who innovate initiate or adopt business actively are called women entrepreneurs”

CONCEPTS:

In this part of this chapter, the various concepts used in this study are defined.

- **Entrepreneur:**
  The person who sets up a business and takes on financial risks in hope of profit.

- **Women Entrepreneur:**
  Female entrepreneurs, also known as women entrepreneurs, encompass approximately 1/3 of all entrepreneurs worldwide; this study explains how they are acting as change agents in the social and economic development.

- **Innovative:**
  It is a deed of introducing new ideas; which may be original and creative in thinking, which is a crucial need of a women entrepreneur.

- **Independence:**
  The word *independence* means "not dependent", or not having to depend on anyone or anything else. It also means being strong and able to survive alone. Women acting on independently is a symbol of empowerment.
- **Self-employed:**

  Self-employed is the act of generating income directly from customers, clients or other organizations as opposed to being an entrepreneur of a business.

- **Opportunities:**

  It is a time or set of circumstances that make women entrepreneurs possible to do something, with uncertain outcome, requiring commitment of resources and involving exposure to risk.

- **Empowerment:**

  Empowerment is a multi-dimensional social process that helps women entrepreneur gain control over their lives. It is a process that fosters power in them for using it in their society, by acting on issues they define as important.

- **Vision:**

  The vision a woman entrepreneur has in business is what her business will do and why it will exist tomorrow and it has defined goals to be an organization that wants to achieve over time; it provides guidance and inspiration as to what an organization is focused on achieving in five, ten, or more years. It is also the ability to think about or plan the future with imagination or wisdom.

- **Risk:**

  Risk implies future uncertainty about deviation from expected earnings or expected outcome. It measures the uncertainty that a women entrepreneur is willing to take to realize a gain from an investment.
• Economic development:

   It is the sustained, intensive actions of policy makers and communities that promote the standard of living and economic health through self employed women entrepreneurs.

• Social development

   It is about putting people at the centre of development. This means a commitment that development processes need to benefit women entrepreneurs, particularly but not only the poor, but also a recognition that people, and the way they interact in groups and society.

• Exclusion:

   It denotes that the women entrepreneur in certain instances are left out, it is said that the act of not allowing someone or something to take part in an activity or to enter a place.

• Entrepreneurship

   This is the process of starting a business or any organization. Women entrepreneur develops a business plan, acquires the human and other required resources, and is fully responsible for its success or failure

• Motivation:

   Internal and external factors that stimulate women to start an enterprise, it is the desire and energy in people to be continually interested and committed to a job, it represents the reasons for women’s actions, desires, and needs.

• Market information:

   This helps women entrepreneurs to design the support of marketing in decision making, it is a system in which information on
marketing is formally gathered, stored, analysed and distributed in accordance with their informational needs on a regular basis

- **Capacity building:**

  Especially for women entrepreneurs, it is a training tool for improving the skills of them to establish projects, enabling them to provide more effective services.

- **Lack of finance:**

  Particularly for women entrepreneurs, working capital may jeopardize their venture and ability to finance its day-to-day operations. This may include salaries, inventory purchases and equipment needs. A lack of working capital could make it difficult for them to prepare for emergencies.

- **Leadership qualities:**

  For better administration, women entrepreneurs’ need leadership training and coaching, this will guide them to enhance leadership qualities which will make them excel in business and life.
REVIEW OF LITERATURE:

A review of related studies enables the scholar to get an idea of her area of research. Further, it helps her to identify the untouched aspects of the area under study. By going through the related studies, it is possible to for the scholar to identify the areas, which require more attention.

So many specific studies have been conducted by the scholars relating to women entrepreneurs. An attempt is made in this chapter to present a brief review of some of these studies keeping their relevance to the objectives of the present investigation.

Chandra Shanta \(^1\) (1991) in their study shows that majority of the women though quite young and has all the vigour and time to pursue their ventures, did not belong to business families. There were young entrepreneurs who took challenges on their own initiative and motivation. Marital status or family background in majority of the cases did not interfere significantly in continuing with the enterprises. The main difficulties faced by them were with regard to finance and the labour problems. Many of them faced the problem of marketing of products. Inadequate, untimely and irregular orders created some problems. Large number of entrepreneurs thought that the government’s policies were good, but they desired that they should not be required to waste time at various offices and fall prey into the hands of corrupt officials and middlemen. Majority of the
entrepreneurs suggested subsidies should be given on easier terms and wanted the establishment of a special cell that would attend to their grievances, speedy registration, and licensing.

**Premachander** ² (1993) analysed that the economic enterprises were the means through which women empower themselves. The women entrepreneurs have started enterprises such as handlooms, weaving units, basic units and file making units and effectively managed them. The women entrepreneurs expressed the fact that the increase in their empowerment was directly related to the improvement in their status and their standard of living.

**Beegam and Sarngodharan** ³ (1994) in their study in “Female Entrepreneurship in Kerala” has observed that female literacy rate in Kerala are much higher than all India average. Development of industries and commerce has been providing help to women entrepreneurs to start their ventures. There has been shift in type of enterprises run by women. Women entrepreneurs have been entering in modern industrial units such as chemicals, engineering, computer services etc. Entrepreneurship among women in Kerala has also been the outcome of encouragement by their parents.

**Dhameja. B.S, Bhata and F.S Saini** ⁴ (1999) revealed that women are entering the field of entrepreneurship in increasing numbers and they do so in the face of many obstacles. Despite numerous barriers, they demonstrate a strong determinate
to succeed. They contribute to bring prosperity to themselves, their families and to the economy in general. Business ownership provides women with the independence they crave for. The society also needs to undergo an attitudinal change with regard to the role of women entrepreneur. Mahatma Gandhi used to say that many of our movements stop halfway because women are excluded from them. For achieving progress and prosperity of our nation our women must be provided the opportunities to make their rightful contribution to national development.

Tulsi (1999) in his study observed that so far entrepreneurship has been choosing conventional fields such as dress making embroidery, knitting, pickle making and the like. But now with the change in trend women are venturing into non-conventional fields of computer, electronics industries, security, stock exchange and the like. The women in these non-conventional fields are doing well and in some cases doing better than their male counterparts.

Kamal Naser, Wojoud Rashid Mohammed, RanaNuseibeh (2000), in their research study entitled “Factors that affect women entrepreneurs: evidence from an emerging economy” had found that Financial support from the government especially in the start-up capital is an important factor that motivates women to establish their own businesses. Self-fulfilment, knowledge, skills and experience,
including relationship to spouse/father business, are all important factors in the development of women entrepreneurs.

Kumar Jahan \(^7\) (2000) found out that the women entrepreneurs in Tamil Nadu engaged in three important activities namely manufacturing include food based and cloth-based products. The trade and commerce activity include retail trade in food items, fruits, vegetables, flowers etc. Services include community, social and personal repair services like beauty parlour, tailoring, money lending and pawn broking etc.

Surapa Raju \(^9\) (2000) revealed that the pull category of women entrepreneur is younger than the push category. Most of the pull category women are of upper castes and majority of the push category belong to backward classes and scheduled class categories. After starting the enterprises, the average monthly income of the pull and push entrepreneurs have increased by 4.0 and 1.2 times respectively. The percentage contribution of push entrepreneur’s income to their family income is nearly 69 per cent whereas in the case of pull category it is only 34 per cent.

Jean Lee Siew Kim and Choo Seow Ling \(^9\) (2001) in their study on Work-family conflict of Women Entrepreneurs states that as long as the society continues to emphasise a woman’s basic role as that of mothering, working women will face role struggles. As married working women, many women entrepreneurs have to
assume multiple roles in the family in addition to their careers. They must bear major responsibility for household chores and childcare. These responsibilities give rise to work-family conflict, which becomes an obstacle in managing their business. The work-family conflict was divided into three parts: job-spouse conflict, job-parent conflict, and job-homemaker conflict. There is a need for greater spouse support, flexible work schedule, and full-day school in order to alleviate work-family conflict. Maintenance of good marital relations is important in reducing spouse conflict and increasing well being in women entrepreneurs.

Shaver et al.\(^{10}\) (2001) found that entrepreneurs who believed in their skills and ability were motivated to exert the necessary effort. The choice to pursue entrepreneurship as a utility function, which reflect anticipated income, the amount of work effort anticipated to achieve this income, the risk involved, plus other factors such as the persons attitudes for independence and perceptions of the anticipated work environment, for example the presence of funding or opportunities

Aravinda and Renuka \(^{11}\) (2002) identified the important factors which motivated the woman towards entrepreneurship to be interest in that particular area of enterprise and inspiration from other successful entrepreneurs. The facilitating factors that had an impact on maintaining the enterprises successfully were self experience, interest, family’s help and support. Women entrepreneurs, in general,
face conflicts in their roles in work place and home. The main conflict in work role pertains to inability to expand the enterprise by optimum utilization of available skills.

Gayatridevi Patil and Uma Gaurmath (2002) found from their study that an women would be in a better position to collect, interpret, utilize and social institution was very low, their indirect participation either as member or office bearer might have contributed to gin knowledge. Mass media are important source of information and women who were exposed to mass media gained better knowledge.

Neetu Baporikar (2002) says that the greatest deterrent to women entrepreneurs is that they are women. Male chauvinism is the order of the day. Therefore, women have a tendency to keep away from high flying economic activities which are regarded as the preserve of men. Even the financial institutions are sceptical of their entrepreneurial abilities to risk their funds on them. Seemingly non-partisan even the bankers consider women loanees a higher risk than men loanees. They scare the women applicants with their greater and unwarranted inquisitiveness and put questions, sometimes embarrassing and sometimes incomprehensible, often insisting on stiffer if not more unreasonable security considerations. The social setting is still not conducive as the men folk
are less understanding and less co-operative, if not antagonistic to such enterprises by women.

**Sivaloganathan.K** ¹⁴ (2002) identified the problems faced by women entrepreneurs in India as inequality in family background, low wages, inadequate training, government policies, exploitation by middlemen, problems of finance, scarcity of raw materials, stiff competition, high cost of production, low mobility, social attitudes infrastructure facilities and socio economic constraints.

**Ambigadevi** ¹⁵ (2003) found that due to increased income of women, their contribution to their families is increased. Women who do household work, for which they are not being paid, also work outside for money to supplement their family income. The important discriminate variables among women who contribute to their family income are income factors to determine the two groups of women

**Mythili** ¹⁶ (2003) concluded that the successful women entrepreneurs become inspiration to others. They can become big industrialists and participate in global economy. They can help raw charity trusts and patronize them. The social inequalities are mitigated by keeping a good relationship with the surroundings. The economic prosperity they are going to bring out, form the socialistic pattern of society.
Sandra \textsuperscript{17} (2003) found that motivational reasons for business start up are dissatisfactions with the previous employment, inability to find suitable employment and wanting to be their own boss. It was found that the important problems faced are lack of affordable business premises, inadequate cash flow problems, child-care problems, lack of business net working and support groups, inconsistent support from service providers, dissatisfaction with support from banks, lack of confidence and limited expectations about future business progression.

Anil Kumar \textsuperscript{18} (2005) study revealed that women engaged in small manufacturing enterprise in sin districts of Haryana, referred to as Haryana study has attempted to determine the factors, which compelled women to enter business ventures. The entrepreneurs were asked to rank the three options proposed namely; (a) to achieve the goal through a successful career, (b) to make fruitful use of free time and (c) compulsion of family circumstances. The study reveals that women are started participating in economic activities not due to family compulsion but mainly to achieve and feel in life by making a successful career and secondly to make fruitful use of time. It indicates high growth in the economy, and positive development of the society

Azad \textsuperscript{19} (2005) in his study highlighted work on development of entrepreneurship among Indian women states the need to understand the psychological
characteristics of women entrepreneurs. He further says that lack of adequate theoretical understanding of these characteristic creates a severe gap, which, if not properly bridged may result in faulty forming of any programme for the development of entrepreneurship among women. A better understanding of conditions that prevent women from seeking self-growth and being self-reliant is an issue for all interested in the development of the women. At present occupation, as the main motivating factor for women to plunge into the entrepreneurial career.

Bharti Kollen 20 (2005) analysed the development and status of the women entrepreneurs in their study. They concluded that women have become aware of their existence their rights and their work situation. However, women of the middle class were not eager to alter their role in fear of social backlash. The problems were more visible among upper class families in urban cities. The study emphasised from the era of fifties to the 21st centuries and how transformation has occurred in women roles. Also the study explained the status of women entrepreneurs and the problems faced by them when they ventured out to carve their own niche in the competitive business environment.

Kamalakannan 21 (2005) says that development of entrepreneur is a crucial factor for the industrial development of a country. Any sustainable change towards progress needs involvement of women. Development of entrepreneurship
among women has become an important aspect of overall economic development.

Many organisations both at central and state levels have come up to cater to the needs of potential women entrepreneur. The article gives a detailed analysis of financial institutions, commercial banks and NGOs engaged in financing and promoting entrepreneurship among women.

Nagarajan and Elaine G. Porter 22 (2005) studied women entrepreneurs experience in terms of their motives and the obstacles they faced in establishing and growing their business. They covered nine women entrepreneurs n a small southern Indian town with entrepreneurial training and who had been running and their business for at least 5 years were part of a group. They found out that work-family conflicts were among them. Women used gender based strategies to manage interactions with governmental and bank officials and a professional demeanour to deal with male clients.

Nirmala 23 (2005) described that the story of a woman is a story of hope and sustained efforts. The achievement of equality between men and women are a matter of human rights and condition for social justice. Calling for women’s economic independence is to ensure their empowerment. Women have to take leading role to become equal partners in development. Women’s involvement in the process of decision making and creating awareness are the most urgent requirements of modern society. There is a significant gap between women’s
potential and actual productivity. Every woman is a function of power and energy, but the boulders that have blocked its exuberance have to be removed to allow this stream to flow freely. Women will then march on their own towards realization and manifestation

Pradasi & Sreedevi\textsuperscript{24} (2007) are of the opinion that ICTs can also help women entrepreneurs work under more flexible conditions and thereof balance the “double burden” of family and professional responsibilities more successfully. They can also help women entrepreneurs overcome discrimination, they may face in conducting business, as more and more deals are made ‘online’, it is easier to evaluate the quality of projects, products and services without being influenced (consciously or unconsciously) by the gender of the business owner

Suman Rohila and Bhuvaneshwari Swami\textsuperscript{25} (2007) argued that, in the development policy India the role and active participation of women in social, economic and political field should be given proper weight to ensure all sided development by providing equality in the economic field for women, they could establish social, economic, political cultural and human intimacy with each other.

Anna et.al\textsuperscript{26} (2008) in their thesis entitled Women business owners in traditional and non-traditional industries revealed that traditional women business owners might have different factors that contribute to their success than non-traditional owners. Specifically, for the traditional owners, venture efficacies for opportunity
recognition and economic management as well as the career expectation of autonomy and money (or wealth) were positively related to sales. For the same group efficacy towards planning and the need for security were negatively related to sales. For the non-traditional women, venture efficacy towards planning and the career expectation of autonomy were positively related to sales while the expectation of money or wealth was negatively related.

Anil Kumar\textsuperscript{27} (2008) the economic development of the advanced countries, to a large extent, has been attributed to the growth of entrepreneurship in small and medium enterprises. In advanced countries, majority of the small enterprises are managed by women. Women-owned firms represented nearly 40% of all firms in the US and employed approximately 27.5 million people (NFWBO, 2001). Further, women are starting businesses at a faster rate than their male counterparts. It has been seen that women outnumber men by at least double particularly when it comes to starting business in China. There are over five million self-employed women constituting one-fourth of all entrepreneurs in China. In Japan too, a similar trend has been noticed. The percentage of self-employed women increased from 2.4\% in 1980 to 5.2\% in 1995. However, the trend in India does not go along the same lines. At present, 22.7\% self-employed women are managing small enterprises in India.
Kavitha Raman, Anantharaman (2008) in their paper examines the motivational factors that could possibly lead women to become entrepreneurs. A comparison of these motivational factors is done between women entrepreneurs and women non-entrepreneurs. Non-entrepreneurs consist of women working in various administrative departments. Motivation factors are classified into economic core, work core, social core, individual and entrepreneurial core. Descriptive analysis revealed some very important motivation factors. Among the motivational categories formed, work core is found to be the very important motivational factor in women deciding to become entrepreneurs. The urge to explore inner talents and the desire to do something creative plays an important part in influencing women’s decision. It was found that both motivation and environmental influences play a crucial role in entrepreneurship.

Ramya and Jeyakumar (2008) views that social empowerment of women is a long and difficult process, as it requires a change in the mindset of people. Women in the economically active age group of 15-59 years constitute 58.4 per cent of the total women population. For empowering women, this group needs to be targeted because if women are economically empowered, it becomes as much easier for her to become socially empowered.
Seyad and Nusrat 30 (2008) found that the most frequent barriers faced by women entrepreneurs were difficulties to get help from the financial institution, obtaining trade license, tax certificate etc. Other barriers are absence of proper women business community to raise the issue to the policy makers of the country, absence of business training institution to teach them how to start the business.

Sobha Rani and Koteeswara Rao 31 (2008) explain that female entrepreneurs are being considered as an important catalyst for economic development. Not only they contribute to employment, wealth creation and economic diversity of activities, but they also make a contribution to the diversity of entrepreneurship in the economic process. More importantly, the phenomenon brings about socio-economic transformation in the developing world, exploring alternative avenues and approaches for progress and well being of the people. The government is acting as a major catalyst in the democratic framework, organising efforts and planning new initiatives in close consultations with entrepreneurs from various regions, through associations functioning at different levels. The direction needs to be pursued more vigorously at the district and state levels to bring about socio-economic transformation through female entrepreneurship in a no. of fields which have not yet been exploited by women. Efforts should be made to develop women entrepreneurship more evenly in different regions, including rural and semi-urban areas.
Sanjukta Mishra (2009) investigated the status of women entrepreneurs and the problem faced by them when they venture out to carve their own niche in the competitive world of business environment. He found that women in India faced many problems to go ahead in business. The greatest deterrent to women entrepreneurs was that they are women. The financial institutions were sceptical about the entrepreneur’s abilities of women; the male-female competition was another factor, which developed hurdles to women entrepreneurs in the business management process.

Saxena (2009) says the empowerment of women is necessary sustainable development of a community. Sustainability implies a state of balance and equilibrium in factors related to human life which can be social, political, financial, environmental and even spiritual. It is a state to which all those factors that influence the process of the growth of human being and her/his holistic environment has to advance in unison but independently, yet supporting each other.

Brinda Kalyani & Dileep Kumar (2011) Women entrepreneurial development is one of the important area majority countries has been focus upon as a part of over all Human Resource Development. It is well ascertained by policy makers across the courtiers that strategic development of an economy required equal participation and equal opportunities to all sect and genders. Entrepreneurial
development is one the significant factor for sustainable socio-economic development. Especially, development of women is inviting special significance because many small and medium firms are well operated through women and though it is less recognized. In order to ensure better support from various levels, it is necessary to understand, what are the motivational factors which influence women to become entrepreneurs? Contemporarily less research has been conducted in rural and semi urban areas that give specific focus on women entrepreneur’s motivational factors. Hence it is necessary to explore what are the factors which influences the motivation of women and to what extend it influence their entrepreneurial aspirations? How rural women looks on entrepreneurial opportunities and what are their concerns to enter into such ventures? This particular research tries to understand the motivational factors of women which influence on entrepreneurial factors, and how it facilitate the educators and educational institutions to develop infrastructure, design programs and course ware, ensure training and development activities that in tune with the requirement of entrepreneurial education in rural and semi urban areas where small and medium scale industries are more located.

Kishor and Choudhary 35 (2011) in his study focus on the function of women entrepreneurs, as they have been making an important impact in all segments of the economy in India, However, it is possibly empowering and liberating only if it
provides women an opening to advance their well-being and enhance their capabilities. On the other hand, if it is driven by anguish and is reduced public support than it may only boost women’s drudgery. The small and medium enterprises led by women experiencing some foremost trials and constraints. The study show need of supportive mesh, financial and trading difficulties were the foremost difficulty areas for country women entrepreneurs and major de-motivator for other women to initiate entrepreneurial undertaking.

**Revathi Pandian** (2011) Entrepreneurship development and income generating activities are a feasible solution for empowering women. It generates income and also provides flexible working hours according to the needs of home makers. Economic independence is the need of the hour. Participation in income generating activities helps in the overall empowerment of women. Empowering women through education, ideas, consciousness, mobilization and participatory approach can enable them to take their own decisions, make them self-reliant and self-confident. Past experience and network, correct business location, environment protection, less mistakes and orientation and training are positively influencing the business income of the women entrepreneurs. Entrepreneurial development should not be left to chance, as is the practice now. The training programmes should include identification and selection of potential entrepreneurs, and their motivation into entrepreneurial career through provision training and
other inputs necessary to set up entrepreneurial units. Lack of coordination among
the institutions in providing power, water, communication and finance seriously
hinder the growth of women entrepreneurship. To improve this situation, the
proper coordination mechanism and monitoring system should be formulated and
implemented.

Achut P Pednekar 37 (2012) it is an accepted fact now that women have to play a
prominent role in the overall economic development of our nation, as they
constitute around 50 per cent of the total population. This is one of the reasons for
selecting women as a target group for promoting entrepreneurship. Women
entrepreneurs’ are around 8 per cent of the total entrepreneurs in India.
Entrepreneurship has been acknowledged as one of the essential factors
determining the growth and development of any country. Entrepreneurship
development is essential for increasing production and productivity in the
primary, secondary and tertiary sectors for harnessing and utilizing material and
human resources, for solving problems of unemployment and under-employment,
for effecting equitable distribution of income and wealth, for increasing the Gross
National Product and per capita income.

Jeyasudha 38 (2012) in her journal says Entrepreneurship Development among
women is considered as a possible approach to economic empowerment of
women, but women entrepreneurs are facing considerable challenges and severe
competition apart from the various constraints a women face. She gains a sense of satisfaction from the work she undertakes. Job satisfaction is an attitude which results from a balancing and summation of many specific likes and dislike experienced in connection with the job. Satisfaction in job is a socio-economic motive and women do undertake jobs with this motive. In the present paper, an attempt has been made to analyse the level of job satisfaction of the women entrepreneurs in Coimbatore District, with a comparative approach of rural and urban women

Jyoti Bahl³⁹(2012) in her study describes, the entrepreneurial skills are needed to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment. Women contribute significantly to the running of family businesses mostly in the form of unpaid effort and skills. Programmes meant to reach women entrepreneurs can succeed only if they take note of this paradox as well as of the familial and social conditioning that reduces the confidence, independence and mobility of women. Therefore, instead of just schemes (financial and developmental) as the carrot for entrepreneurship development an intensive training needs to be provided to the women and youth in rural India and create an entrepreneurship training system as per integrated rural development program. Rural entrepreneurship is the answer to removal of rural poverty in India. Therefore, there should be more stress on integrated rural
development programs. The problem is that most of the rural youth do not think of entrepreneurship as the career option. Therefore, the rural youth need to be motivated to take up entrepreneurship as a career, with training and sustaining support systems providing all necessary assistance.

Nagendra Kumar Jha (2012) in his study explains women, traditionally has been playing a crucial role in the family as well as in the farm, shop, factory and in the society, but their contribution has not been duly acknowledged. The involvement and participation in the process of development is sine-qua-non for the uplift of women to boost their status in the society. In the present age of globalization where each and every economy of the world is giving emphasis on women empowerment which is not possible by creating employment opportunities for them but to motivate them to go for creating their own enterprise. Women have undergone a radical transformation from merely a homemaker to a dynamic multifaceted personality contributing to the socio-economic growth worldwide. Therefore, a move from family management to enterprise management may be easier than a move from paid employment to self employment. Today, more and more women are seeking economic opportunity and self determination through enterprise creation and are well prepared to grab the opportunities of the multi-polar world. But at the same time they have to face
a number of challenges which are required to be solved by making them and their family aware and attracting financial and moral support in this regard.

Shailaja (2012) the concept of women entrepreneur is defined as the women or group of women who initiate, organize and run a business enterprise. The educated women do not want to limit their lives within the four walls of the house. Despite all the social hurdles, many women have become successful in their career. These successful women have made name and wealth for themselves with their hard work, diligence, competence and will power. Women entrepreneurs in Tamil Nadu have created a niche for themselves in the competitive business world and have won many laurels. These modern day women entrepreneurs have played a supportive role to their husband in starting a business firm.

Shanthi Revathi and Jayasree Krishnan (2012) in their study explains, the emergence of woman entrepreneurs and their contribution to national economy is quite visible in India. The number of woman entrepreneurs has grown over a period of time, especially in the 1990s. Woman entrepreneurs need to be lauded for their increased utilization of modern technology, increased investment, finding a niche in the expect market, creating a sizable employment for others and setting the trend for other woman entrepreneurs in the organized sector. The women in business are a recent phenomenon in India. The spread of education and increased
awareness are aiding women of spread their wings in to areas which are hither to the monopoly of men. The number of women entrepreneurs in the field of engineering, electronics and energy are on the rise. Majority of the educated woman entrepreneurs have qualities such as accepting challenges, ambitious, enthusiastic, hard-working, skilful etc.

**Devi Bhuvaneshwari & Dr. R. Annapoorani** 43 (2013) a woman entrepreneur is an adult who owns and runs an enterprise, especially a commercial one, often at personal financial risk. In India women have made a comparatively late entry into business scenario mainly due to the orthodox and traditional socio-cultural environment. In India from the very beginning, women have solely dominated the area of household activities. Today non-traditional enterprises are easily managed by women and are done so excellently with them as the decision – makers. Today, woman entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. Among the reasons for women to run organized enterprises are their skill and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive. The degree of problems varies among the male and female entrepreneurs. The female entrepreneurs highly perceive the problems than the male entrepreneurs. But at the same time, the female respondents are also viewing that there are much more opportunities. The level of perception on
problems was significantly associated with the profile of entrepreneurs especially personally trait and the highly indebted entrepreneurs highly perceive the problems.

**Jainendra Kumar Verma** (2013) the educated Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Despite of all the social hurdles, Indian women stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks.

**Jainendra Kumar Verma** (2013) since rural women constitute a major segment of the Indian population, their role in the nation building is significant. Due to lack of education they are less likely to get employment. Further low family income also requires them to go for self-employment i.e. entrepreneurship. This paper addresses challenges faced by women entrepreneurs in rural areas. Besides that the paper also explores the opportunities prevailing for rural women entrepreneurs Rural women entrepreneurs face lots of challenges like business
and family conflict, financial crisis, illiteracy, low risk bearing capacity, lack of visibility and leadership, lack of information and assistance, lack of training and development, mobility constraints, lack of infrastructure, high level of corruption, male dominated society etc. which makes their work very difficult and discouraging. · So many support schemes have been implemented by the agencies of the Ministry of Rural Development and Ministry of Micro, Small and Medium Enterprises

Lakshmi kumar\textsuperscript{46} (2013) most of the women felt that their status had increased in society. They felt they were heading independent activities. Being involved in business activities brought mobility to their lives because every morning they had reasons to get up other than household work, resulting in communities to the outside world as well. The dynamism in life gave them sense of pride

Mamata V. Hedge et.al.\textsuperscript{47} (2013) in their study reveals motivational factors to influence the performance of enterprises. There is an urgent need to introduce profile of successful entrepreneurs as a part of the curriculum of secondary and higher secondary schools to motivate and make children aware about entrepreneurship. Successful entrepreneurs can become the models guides to the prospective entrepreneurs. The government should take the initiative to recognize and accomplish the contributions of entrepreneurs.
Manikandan; K Ramakrishnan (2013) the growth of industrialization, education and domestic system has brought about significant changes in the tradition bound of Indian society. Now increasing proportion of women are seeking gainful employment in industrial field. It is a fact that man alone cannot break the evils of poverty, unemployment and inequality. Active and equal participation of women is indispensable in fighting against these social- evils. The global evidences prove that women have been performing exceedingly well in different spheres of activities. It is realized that there is an increased need for economic independence for women. Their participation in remunerative work in the formal and non-formal labour markets has increased significantly in the past decade. Women’s becoming very necessary to households of all types in the wake of globalization and changing economic scenario. Many enterprises run by the women are able to create a successful business. Globalization and Liberalization of markets encouraged women to come forward to become entrepreneurs and start new industries. Culture mixes, challenges women face in their lives, have changed throughout the world. Empirical studies show that women contribute significantly to the running of family businesses mostly in the form of unpaid effort and skills. Today business is built around human capital and women are one of the valuable factors in the task of setting industries.

59
Rekha K. Jadev \( ^{49} \) (2013) says that the rise of large no. of women entrepreneurs can be considered as one of the greatest achievement of independent India. Today, these entrepreneurs are proving to be tough competitors. The spirit of having their own enterprise and be economically independent has made women to go on for entrepreneurship. Government is giving various types of assistance to women entrepreneurs for their growth and development in the field of business. These processes have encouraged and motivated a no. of women to seek entrepreneurship. One cannot achieve and prove to be a successful entrepreneur in a short time as this is not an easy task. But sustainable assistance, incentives and sources are very important. Through these policies a women entrepreneur can overcome the hurdles.

Sujatha \(^{50} \) (2013) Women owned businesses are highly increasing in the economies of almost all countries. The biggest problem or difficulty of a woman entrepreneur is that she is a woman. With joint families breaking up, many women simply don’t have the support of elders. Women have been confronted by such dilemmas ever since they started leaving home for the workplace. On the other hand, the attitude of society towards her and the constraints under which she has to work are not very conducive. They still suffer from male reservations. These attitudes of reservation create difficulties and problems at all levels, i.e., family support, training, banking, licensing and marketing. Women in rural areas
have to suffer still further. They have to face not only resistance or reservation from men but also from elderly women who are rooted in the attitude of inequality. Though the central government and state governments have launched many entrepreneurial development programmes especially for women, there is no remarkable achievement in rural areas.

Arun Nandini 51 (2014) Women’s empowerment has been the buzz word for India as a developing nation. With the requisite knowledge and skills, women have become active participants in society and nation building. Gone are the days when women were considered no match for all powerful men in this world. Women were as good as men on parameters of hard work, intelligence quotient (IQ) and leadership traits. The new generation women across the world have overcome all the negative notions and have proved themselves in all the spheres of life including the most intricate and cumbersome world of entrepreneurship. Empowering women with the entrepreneurial skills, information technology, micro and macro finance options will foster economic growth of the nation.

Malyadri 52 (2014) opines that Entrepreneurship development among women is important for the achievement of broader development objectives such as growth with equity. Studies indicate that many women entrepreneurs are found working in difficult situations when compared to their male counterparts. Factors like political instability, poor infrastructure, high production costs and non-conductive
business environment affect women entrepreneurs more than men. Limited access to key resources like land and credit, legal and socio-cultural environment also act as serious impediments. In the era of globalisation changing pattern of trade and evolving technologies necessitate skill enhancement that many entrepreneurs in the period are yet to possess.

Srinivasa Rao 53 (2014) The Women Empowerment is one of the central issues in the process of development of countries all over the world. Self reliance as well as speeding by themselves, some adherents consider empowerment as increasing. Empowerment is one of the key factors in determining the success of development by the status and position of women in the society. The task before any government should be that of moving steadily and firmly in the direction of economic development by involving women. True development means the development in 3 categories of a woman. These are individual social and economic development. Individual development means increased skills and capability greater freedom, creativity, self discipline, responsibility and material well being. Increasing capacity connotes social development while economic development is determined by the increased capacity of the members of a society in dealing with their environment. This emphasis means that development at the individual stage subsumes both the social and economic categories of development.
Vijaya Bharathi and S.Masthani (2014) Women entrepreneurship is a recent phenomenon in India which came into prominence in late 1970 s. Now we see that more and more women are venturing as entrepreneurs in all kinds of business and economic activities. Though at the initial stage, women entrepreneurship developed only at urban areas, in recent times, it has extended its wings to rural and semi-urban areas too. In the seventies, women concentrated much on traditional activities only. But due to the spread of education and favourable government policies towards development of women entrepreneurship, women now, have changed their attitudes and diverted towards non-traditional activities too. They show favourable response to changing situations and get adjusted to them and have improved their position.

Vinobanth (2014) says that Entrepreneurship is the key variable in industrial development. The entrepreneur is an individual who perceives needs, conceives goods and services to satisfy the needs, organize the economic resources and creates markets for the products. The role he performs is the entrepreneurial function and the process is entrepreneurship, without the growth of entrepreneurship economic development is difficult.
Research Gap:

There cannot be any point of saturation for the consumption of food, drinking of water and breathing of air. Though many studies have been made on women entrepreneurs, under various topics, the researcher has attempted to study on this because there cannot be any point of end in the study of women entrepreneurship.

The planning and development strategies in the field of entrepreneurship will continue as long as human generation exists. Looking into the contrast in the working of entrepreneurship in theory and practice and the plight of women entrepreneurs in getting maximum profit for their hard work, the researcher has attempted to study and come out with suggestions to improve the performance of women entrepreneurs so as to help the self employed society to at least one step forward. In the present study, the researcher has made an attempt to study thoroughly the women entrepreneurs’ role in Tirunelveli District. The study has also attempted to make an analysis of the impact of enterprise on income, expenditure, savings, employment, assets and indebtedness of the sample self employed women entrepreneurs and impact of enterprises on social and economic empowerment of women. Also the problems faced by the self employed women entrepreneurs are analysed taking into consideration both the financial and empowerment features.
References:


30. Seyad and Nusrat (2008) “women entrepreneurs in Dhaka: some barriers to success” International conference on social sciences and humanities at University of Sains, Malaysia, pp. 18-20

32. Sanjukta Mishra 2009 ‘A study on the status of women entrepreneur and their problems’

33. A.K.Saxena, women welfare and empowerment, Saurabh publishing house New Delhi, 2009 page1

34. Dr. Brinda Kalyani. P. R Dr. Dileep Kumar M. Motivational factors, entrepreneurship and education: Study with reference to women in SMEs Far East Journal of Psychology and Business Vol. 3 No 3 June 2011


43. P. Devi Bhuvaneshwari & Dr. R. Annapoorani SWOT analysis of women entrepreneurship in Tirupur with special reference to Dalits volume no. 3 (2013), issue no. 05 (May)


51. K. Arun Nandini, Sky is the limit - a study on illustrious women entrepreneurs, Global Journal of Multidisciplinary Studies, vol.3, No.9, 2014

52. Dr. G. Malyadri, Role of women Entrepreneurs in the Economic Development of India Vol.3, Issue:3 March 2014

53. Dr. G. Malyadri, Role of women Entrepreneurs in the Economic Development of India
