CHAPTER II - LITERATURE REVIEW

Literature review is always aimed at understanding about the context or discourse of the study. Literature throws light on the studies made; regarding the problem of the research and the background of the problem. Similarly, it gives the researcher the concepts about the method of studies conducted and provides guidelines to conduct and frame the study undertaken by the researcher.

Literature review therefore has two elements as Critical Literature Review and Creative Literature review. Critical part renders the comprehension about concepts, constructs and methods whereas creative part renders the guidelines for developing questionnaire and developing the context chapters as well as giving suggestions.

For the present study, what is in ordinary course is followed by the researcher as going through the books, websites, research papers and literature of the past reports or surveys etc.

General scenario about entrepreneurship at global level has been covered in the introduction chapter for which the reference is from Global Entrepreneurship Monitor Global Report 2013, by Jose Ernesto Amordos of Universidad del Desrrrollo and Niels Bosma of Ultrecht University available at www.gemcommsortiun.org

The report also covers about women entrepreneurship global scenario.

2.1 Women Entrepreneurship around the World:

Ref- An analytical study of the impact of women entrepreneurship development measures promoted by the Govt. & Financial institutions in Kerala – By Bose Vineesha,
Website- www.shodhganga

The author has in detail described the situation of different countries and also the impact on women entrepreneurship development.

The increasing presence of women in the business world as entrepreneurs in the last few decades has changed the demographic characteristics of entrepreneurs. Women
owned businesses are now playing a major active role in the society & economy representing about 26% to 28% of total entrepreneurship in the world.

Women entrepreneurship can make a strong contribution to the economic well-being of the family, community & women empowerment. For example, a World Bank study in Bangladesh on microcredit shows that men put 11% of the money into the household, whereas women put 18%.

According to centre for Women’s Business Research (2008) in USA, 10.1 million firms are owned by women (40% privately owned businesses) employing more than 13 million people & generating $1.9 trillion turnover. Women owned businesses employ a gender balanced workforce compared to their male counterparts.

In Canada women owned businesses make up nearly one third of all the businesses & provide nearly one million jobs for Canadians.

GEM, Ireland identified that 8.2% of Ireland adult population is involved in entrepreneurial activity as against 5.9% women

In U.K. female entrepreneurship is increasing & has reached now over one million self-employed women accounting for 25% of self-employed.

In 2007, about 32.5% of all Austrian enterprises were managed by women.

Women represent 26% of the total number of entrepreneurial people in Czech Republic.

In Denmark around 25% of the entrepreneurs are women.

In Finland women entrepreneurs accounted for over 30% of the total number.

In France, they make up only 28% of entrepreneurs.

In 2006, women accounted for 30.6% of self-employed workers in Germany.

In developed countries number of women employed in firms & businesses is on the increase. A similar trend is observed in the developing nations in Asia.

There are over five million woman entrepreneurs, constituting one fourth of all the entrepreneurs in China.

In eastern Nigeria, half the trade is carried out by women & in Ghana 80% of trading persons are women.
However, most women in poor countries & those in the developing countries have micro or small enterprises operating mainly in the informal economy, but they are absent in large & medium enterprises. They have only limited access to education & training; have less freedom to select their business sector. Many rely on personal savings or on contribution from relatives to fund their businesses. They lack the collateral to access credit from financial institutions. They also face administrative barriers & lack of access to information, which limits business development.

From the above the notable facts received are as under:

1. Majority of the countries do not have women entrepreneurs more that 30% where china has about 25%.
2. They are on the platform of informal level and involved mainly in small business sector
3. They lack in information, administration and mainly funding or finance. The situation is more applicable to developing countries and in India the situation is similar. The problems are applicable to Indian women entrepreneurs as well.

2.2 Women Entrepreneurship and various dimensions and issues (Global Level)

Women entrepreneurship is a very wide domain and consists of number of issues such as motives, approach, promotion to development- related to capabilities and attitudes and constraints to limitations. Different authors have published research papers on above mentioned issues and following the track taken by them as literature review, comments have been made under each piece of literature for which points have been noted by the researcher in building the parts of the research. The pieces of literature below give a broader outlook to compare the profile of Indian Women Entrepreneurs with the profile of women entrepreneurs of different courtiers. During the journey of literature review there were some pieces of literature we found, which were directly related to context of the study and some were indirectly related to the context of the study.
Entrepreneurship, A new Female Frontier’, Eleanor Schwartz (1976)\(^1\) conclude that

“The primary motivators for the women in her sample were the need to ‘achieve, job
satisfaction, economic pay offs, and independence’ which they shared in common with
the male entrepreneurs. However, unlike their male counter-parts, women
entrepreneurs reported experiencing credit discrimination during the capital formation
stage. Given that the equal credit act was not enacted until 1975,

*(Finance)*

Finance to women entrepreneurship has been a lacking part for several decades.

Hisrich and Brush\(^2\) (1984) launched the first longitudinal study of women entrepreneurs
ever done in the U.S. Until this point no national study had surveyed women
entrepreneurs using the same type of questions and scales previously used to study
men. This research covered the characteristics of women as individuals and their
motive for startup, social support systems, barriers and challenges, and the
characteristics, growth and performance of their business. The findings from their
analysis of 463 women, yielded the first composite description of the “average”
woman entrepreneur, first born, middle class, college graduate with a flair for liberal
arts, married, with children and a supportive spouse in a professional or technical
occupation. Most of the women had created their business in traditionally female
industries. Popular business literature suggested that the historical pattern of
succession in the family business was changing and daughters have come to be
considered by the founders as viable successors along with sons. Entrepreneurial
interest was often fostered by fathers, who acted as role models. Majority of the
women entrepreneurs whom they interviewed had self-employed fathers or spouses
engaged in professional or technical trades. The authors felt that this background
provided good role models as well as supportive, financially sound environment to
start new business ventures. Many well-known and established women entrepreneurs
from India have benefited from such an environment. As a corollary to this, several
enterprises registered in the name of women are actually managed by men. This does
not in any way diminish or dilute the positive role of those women who are enduring several social and economic odds to make a mark of their own in the male dominated business environment. On the whole, the emergence of women entrepreneurs in a society still depend to a great extent on the economic, social, religious, cultural and psychological factors prevailing in the society.

_The literature above clearly shows that women were engaged in traditional businesses and the women entrepreneurship does depend on socio economic factors. Thus it is received that women face several social and economic clutches to emerge as independent entrepreneurs as like men_

Morrison, White and Van Velsor (1987) who had a different view about the reason for the emergence of women entrepreneurship, observed that in the west, women were increasingly turning to entrepreneurship as a way of coping with the ‘glass ceiling’ that prevented them from reaching top managerial positions in organizations.

(Motives)

_The above mentioned reason is negligibly present in Indian Scenario. However, in coming times it is possible that women may turn to entrepreneurship due to this reason_

Holmquist and Sundin (1988) in their work on ‘Women as Entrepreneurs in Sweden; Conclusions from a survey’ state that the main characteristic of women entrepreneurs as found in their study in diversity. Female entrepreneurs are present everywhere, in almost every line of business, in every country, with all kinds of marital status, with six children or none, aged 19 or 65. The only ever present characteristic is being female. Another observation is that the female entrepreneurs are invisible as entrepreneurs to themselves as well as to others. This is an astonishing fact considering that one in every four entrepreneurs in that country is a woman and considering the wide diverse patterns of female entrepreneurship. The women entrepreneurs have escaped public notice but they have existed and still do exist. Another tendency is that female entrepreneurs seem to be quite adaptable. Women working with their husbands adapt to the business chosen by men-thus lending it different pattern. The most encouraging revelation is that the female entrepreneurs
seem to be well-contented with entrepreneurship. The sense of independence and – self-reliance is strong with them.

(Entrepreneurial Reward)

The above paragraph speaks about invisibility and even then the contended feeling with the business chosen by their husband. That means, they balance family with their business and take care of children. However, this state of invisibility does not show in Sweden the promotion of women as independent entrepreneurs.

Kaplan ⁵ (1988) in her work relating to women entrepreneurs observes that although their orientations and skills may vary, the vast number of respondents are more concerned with creating employment for themselves rather than developing into entrepreneurs as defined by Drucker, Kanter and others. Like men, women have multiple reasons for starting a business. Non-economic (e.g. autonomy, challenge) reasons are often as important as economic ones. Yet non-work (family) factors influence women more than men. Younger women are better educated, have better business skills and are more likely to plan and set goals; the impact of these factors on business sales, growth and profitability more difficult to identify.

(Holistic Approach)

This part has guided the researcher to take the view of the study as holistic approach for the Promotion of women entrepreneurs, as Indian Women entrepreneurs and their funding is more focused on literate but less educated women; who do not have high level skills about goal setting, sales and growth and profitability.

Brush and Hirsch ⁶ (1988) in their work pertaining to the impact of strategic origin of women on the growth of their enterprises reveal that a woman entrepreneur who has some sort of previous experiences is more successful in establishing her venture than another woman who does not possess such experience. Financial skills are of key importance to business survival. This is but natural, considering that one of the key reasons for business failure is the inability to manage financial matters. With women entrepreneurs establishing a venture, previous experience in the field of venture, financial skills, strength in dealing with people and idea generation combined with market opportunity motivation are qualities most crucial for success in business.

(Financial Rewards)
Brush and Hirsch have hit the nail and mentioned about the significance of finance and management skills of finance which are addressed with reference to different schemes. These points assisted in determining the parameters of the evaluation and designing the questionnaire accordingly; where instead of going for a particular scheme, the schemes are considered in totality.

Nelson⁷ (1991) in his study on ‘Small Business Opportunities for Women in Jamaica’ has found that women were more attracted to business which required the least capital outlay, or which were an extension of household activities, as for example, small scale retail business such as dress making and garment manufacturing. Majority of women had the bitter experiences of sex bias while establishing and developing their business and 26 percent of them believed that they would be socially isolated if they exhibited the assertiveness and strength usually associated with male entrepreneurs. Thirty percent of the women, however, identified advantages of being female. They could negotiate preferential treatment and solicit sympathetic cooperation from males. Household responsibility played a significant role in the choice of economic activity among women. The sample respondents stated that they depended on their business to maintain their homes and support their families. Need for a specialized training programme for women in small business was also echoed by the respondents.

(Non-Financial Factors)

If we compare India with Jamaica, it is observed that women are engaged in similar type of tiny Businesses and facing the same sex bias or gender bias, and the major reason for businesses is the economic support to family. There are few exceptions in India where well off & well educated women enter in the businesses, but for average earning families the situation is not so. The need of exhibiting assertiveness and strength like men is essential and if they become capable of this then one can consider it as the real promotion of women entrepreneurship in India. That is exhibited to a small extend in second decade of this century as there is a vast difference after 1991 in the state of women entrepreneurs. However, Nelson’s points are valid today also.

Tovo⁸(1991) observes that for business capital; self-employed women face several problems common to all small scale entrepreneurs, which include limited access to inputs and markets. Often a large number of small enterprises share one market
segment, causing competition to be fierce and prices to be low. The products of small enterprises have to depend on a limited number of suppliers and wholesalers. This renders the entrepreneur economically vulnerable and often exposes her/him to exploitation.

**(Marketing & Diversification)**

Tovo mentions about the marketing issues of small entrepreneurs and low prices. The measure for these problems is to smoothen their input position and the working capital. If the working capital is inadequate then the small entrepreneurs need to go for forced sales at lower prices and they become vulnerable to exploitation.

Here the strategy and personal value system are commented on which are significant part in promotion of women entrepreneurship

Olson and Currie⁹ (1992) in their work related to the personal value systems and business strategies adopted by women entrepreneurs state that a business requires well-defined, effective strategies to serve as literal game plans for determining where the enterprise wants to be and how it will get there. Their study investigates the proposed correlation between the personal values of female entrepreneurs and their chosen strategies. They believe that there may be a pre-selection process that determines the occupations women enter. The fact that all the women surveyed had prioritized their values in a similar order, suggests that their personal beliefs may have had a greater influence on their career choice than on the strategies they use within their line of work. The outcome of the investigation implies that women in male dominated fields of work may feel forced into allowing external factors (customers, suppliers, environment, etc.) to dictate their strategies regardless of their personal values.

**(Business wisdom)**

This denotes that the belief that women cannot be present in the male dominated businesses. However, in India now the situation has changed. The presence of women in male dominated professions and businesses is quite noticeable. But the validity of the point may make the difference as far as skill sets are concerned for running male dominated businesses e.g. repairing of construction structures is a lucrative business but for that male skills and strength is necessary. Nowadays, by and large all male dominated profession are seen with women as entrepreneurs.
Jisrich and Fuldop\textsuperscript{10} (1993) in their work related to women entrepreneurs of Hungary have found that most of the women entrepreneurs in their sample were married. The majority came from the middle or the lower middle class with a background of their mothers being housewives. The women entrepreneurs were highly educated with the majority of them having a graduate degree or its equivalents. They were more educated than their husbands, who, in turn, were more educated than the average Hungarian male. These women entrepreneurs formed their new ventures either due to their interest in the area of business or due to job frustration. The new ventures created were from a wide variety of areas, which covered trading, retailing, advertising, consulting, manufacturing, accounting and training and education.

(\textit{Diversification})

The situation in Hungary and India is different. Even today, this kind of situation is not found in Indian women. Graduate women are more job oriented and culturally they have more restraining factors. Even after 1991, rural or semirural women having education level up to secondary education level do not go forward for entrepreneurship. The wide variety of area is not seen in India as most of them involve in traditional type of businesses.

Holiday and Letherby\textsuperscript{11} (1993) conducted a study on how women integrate business and social life. The authors drew heavily on sociological theory to interpret women’s role in small business, particularly those roles related to authority. A close relationship between work family connections and economic success confirmed support for gender equality rather than for a gender difference. However, the research uncovered lingering vestiges of traditional gender roles consistent with a gender difference model-primarily in the context of marriage. Role models, self-assurance, and marriage were positively related to the supply of female entrepreneurs while education and experience were negatively correlated with entrepreneurship but positively correlated with entrepreneurial performance.

(\textit{Social Status})

The issues discussed in this paper are valid even in Indian context where in business communities like Marwaris and Gujrathis, the traditional gender roles are present. They are more favourable to men rather than females.
Zapaska (1997) in her survey of women entrepreneurs in three of the biggest urban centers in Poland found that the types of ventures established by the women entrepreneurs varied widely, with some in traditionally male-dominated fields and others in the conventional female dominated areas. On balance the majority of women entrepreneurs were involved in business related to personal, computers, consulting, sales and advertising. Almost all the business was based on product innovation or product modification. Most of the business was relatively young; over 50 percent had been in operation for four years or less. These entrepreneurial ventures were new for most entrepreneurs. The female respondents believed that they had survived the startup operation stage because they tended to operate business in fields in which they had at least some experience from their previous salaried jobs such as the management of state owned enterprises and programming, sales, administration, marketing, and consulting. Female entrepreneurs considered innovation and the creation of something new as important factors leading to the success of their business.

(Creation of Employment & innovation)

The point of innovation is significant for the success of women enterprises; Indian women are good at innovation in Art and handicraft and designing. The innovation needs experimentation and training which has its own costs and this point is covered in the part of suggestions

Mayoux (1998) in her research paper ‘women’s Empowerment and Micro Finance Programmes, Approaches, Evidence and Ways Forward’ states that Micro finance schemes have highlighted the perception of women’s contribution to household income and family welfare and increased women’s participation in decision making in the household, resulting in an overall improvement in attitudes towards women in the household community.

(Social Status)

Mayonx study is empowering decision part due to higher economic capability which is evident in case of members of Self Help Groups and their empowerment through SHG have enhanced their confidence.

A study conducted in Philippines by Leon V. Chiko says (the findings are relevant in India as in most of the developing Asia due to similarity in conditions) revealed the following facts; the women’s role has undergone a significant
metamorphosis from that of a generation ago. She is still expected to be a good mother and loving wife, but the socio-economic climate is no longer a big barrier any more (to a woman seeking occupation outside her home). The feeling is that she is first viewed as a women, and only then as an entrepreneur. Several studies in the Asian context point out that the primary problem of a “woman entrepreneur is just that being a woman.”

(General)

The level of metamorphosis depends on the overall support to women and seeing them as woman first has a history of many centuries Recognizing them, first as an entrepreneurs and then woman shall be the highest peak of their promotion-economically and gender equality, socially.

Gundry and Welsch\textsuperscript{15} (2001) compared women-owned businesses that exhibited high levels of growth with low or no growth businesses in order to find out the relationship between strategic choices path and a firm’s growth orientation. High growth women entrepreneurs differed from low growth women entrepreneurs along the following dimensions; selection of strategies that focused on market expansion and new technologies, intensity of commitment to business ownership, and willingness to incur greater opportunity costs for the success of the firms. High growth women entrepreneurs were found to pay greater attention to organizational structure; made growth – oriented planning; used a tam based approach for the business; were greatly concerned about reputation and quality, mobilized adequate capitalization; and made use of a wider range of financing services for business growth.

Gundry and Welsch focus on strategies part and other managerial skills and capabilities.

However, from the context point of view what is received is that making use of a wide range of financial services.

(Strategy)

In Sweden, Due Reitz and Henrekson\textsuperscript{16}(2000) did analysis of sales profitability and employment generation and found that women owned firms were smaller and had a smaller customer base. Only the underperformance in sales was reported. The conclusion was that women owned businesses were underperforming since the growth preference of women was lower than those of men.
The explosion of unemployment and increase in economic discrimination against women in Russia since the start of market reforms has pushed many women into the category of micro entrepreneurs. The paper ‘Women Entrepreneurs in Russia’ by Izyumou, Alexi and Razumnova, Irina (2000) surveys the status of women-owned business in Russia with an emphasis on the training needed for the successful transition from unemployment to entrepreneurship. Advantages for female entrepreneurs in home-based business and in the internet-mediated information services are discussed. Lack of basic business skills among aspiring women entrepreneurs, rather than direct gender discrimination, makes them underprivileged players in the new Russian economy. The study suggests the need for a two-tier approach in entrepreneurial training programmes. The major part of the first tier programmes should be focused on basic entrepreneurial training with the goal of helping women to realize their business potential and overcome the fear of and/or misconceptions regarding the market situation. Expanding programmes for business with low startup costs, such as direct marketing and home business, is particularly desirable. This is one of the most efficient measures for reducing unemployment and helping to generate new goods and services at a reasonable cost. The second tier of entrepreneurial training should focus on the small high-tech business, computer-based data processing, accounting, designing, etc.

(Profitability, Training)

Suggestion of a two-tier training programme is very valid for Indian women also. Realizing the potential first and then choosing the area of business shall help in developing entrepreneurial as well business skills more effectively.

According to Lois Stevenson and Annette St-Onge (2005), ‘Support for Growth oriented Women entrepreneurs in Tanzania’, the main problems of women entrepreneurs are limited access to quality and affordable business development services, to term finance and difficulty in getting the sufficient working capital to meet the needs of paying multiple taxes and the harshness of the labour laws.

(Turnover, Finance)

Here the author has put light on typical problems related to finance; about term-finance and working capital. While evaluation the points are considered appropriately.
Shalini Sinha\(^1\)(2005), in the paper “Developing Women Entrepreneurship in South Asia; Issues, Initiatives and Experiences”, attempts a survey of the overall issues, initiatives and experiences involved in developing women entrepreneurs in South Asia. The literature review undertaken for the study says that there are three types of issues commonly referred by most authors; (a) general profile of women entrepreneurs and their backgrounds (b) critical issues pertaining to women’s entrepreneurship, and the problems and constraints faced by them, (c) various governmental and non-governmental organizations formed to help women to get access to credit facilities, training and capacity building, and provisions for infrastructural capital for various entrepreneurial ventures. The issues pertaining to women’s entrepreneurship in general and in SME’s in particular are reviewed in this paper. Women entrepreneurs, for the purpose of the study, are defined a women running their own SME’s within the formal sector in South Asia. Although sufficient statistical data on women entrepreneurs are not available, the statistics either in absolute or relative terms reveals that measures have not reached the critical mass necessary to make an impact on the system. The paper documents some international intervention in the field of capacity building of women entrepreneurs which includes studies on the support organizations and networks in the South Asia region. Some recommendations are made for the benefit of ESCAP and other donor agencies, Governments and women entrepreneurs and their organizations.

**(Finance, turn-over)**

This paper considers the credit facilities, training and capacity building and provisions for infrastructural capital. Although, issues are related to South Asia, they are common for Indian Scenario. The measures have not reached in absolute or relative terms. Thus these issues helped the researcher in designing the questionnaire and also understanding the concept of promotion of women entrepreneurs which should be sustainable. Unless they reach out in absolute terms such sustainable promotion is not possible.

M. Botha, G.H. Nieman and J.J. Van Vuuren\(^2\)(2006), in their treaties titled ‘Evaluating the Women Entrepreneurship Training Programme; A south African Study’, states that lack of training and education noticed in South African entrepreneurs act as severe barrier, particularly for the weaker segments such as women. Therefore, the purpose of the paper is to introduce and evaluate the Women
Entrepreneurship Programme (WEP) as a training intervention. The WEP will be evaluated by measuring the skills transfer that took place and whether the participant’s business performances increased after the intervention. The sample consists of 180 women entrepreneurs, where 116 respondents form the experimental group and 64 respondents, the control group. Factor analysis is executed to confirm the validity and reliability of the measuring instruments used. The paper statistically proves that the WEP is not only effective in providing skills to women entrepreneurs and improving their business performance indicators but also encourages potential women entrepreneurs to start their own business and help the established entrepreneurs to start multiple businesses.

*(Training)*

*The other side of the training programme is revealed by the author which states that it improves the performance of present women entrepreneurs and also gives demonstration to potential women entrepreneurs*

Muhammed Azam Roomi and Guy Parrot\(^2\) (2008), in their study, ‘Barriers to Development and Progression of Women Entrepreneurs. In Pakistan’ aims at presenting a miniature portrait of the gender related challenges faced by the women entrepreneur’s in the context of the socio economic landscape of Pakistan. Women entrepreneurs, in addition to experiencing gender – neutral constraints such as lack of access to capital, land, technology, training and government assistance, also experience gender related constraints. The research catalogues some specific challengers, arising from feudal, tribal and geographical traditions. These wide ranging practices are often justified on grounds of safeguarding and promoting spiritual values. This article purports to create a deeper understanding of women entrepreneurship in a challenging cultural setting and to assist policy makers and development agencies in meeting the specific needs of women entrepreneurs. The research suggests that many problems faced by the women entrepreneurs originate from the structurally enforced inferior status of women within an Islamic society. Female entrepreneurs have to overcome the formidable challenges posed by the mores of paradha and izzat, which impose severe restrictions on their mobility and their interaction with men at work. Mostly a Pakistani women entrepreneur is a woman in her thirties or early forties, holding a university/ high school/ education, concentrating on a single enterprise and unwilling to diversify into multiple business areas. The study under review suggests
that in order to foster development, multi-faceted cooperation is required. The media, educational policy makers and government agencies should work shoulder to shoulder to help women get access to business development services and benefit from local, regional and national networks. This would help women entrepreneurs to get into the mainstream economy.

*(Constraints)*

*This is a typical situation in Pakistan arising from Religious Systems which to some extent also prevail in India in Muslims and some other communities which are very rigid in case of women entrepreneurs*

Lucy Sendi and Alistair (2009) in ‘Tanzanian Micro Enterprises and Micro Finance; The Role and Impact of Poor Rural Women’ explores the nature of micro finance, or micro credit, in rural Tanzania. It begins by examining all types of finance available to the poor who operate micro enterprises. It provides an overview of the financial alternatives in Tanzania and is intended to highlight the extent of poverty and create an awareness of the dynamics involved. Most institutes which offer loan facilities operate mainly in urban centres, thus restricting accessibility for the rural poor. Moreover, the modest lending conditions have also created hurdles for the poorest women. One scheme, Small Entrepreneur’s Loan Facility (SELF) which is intended to address these issues is the empirical focus of the study. The SELF Project, appear to have had some beneficial impact, which is limited to short term, day to day transactions. It has done little in a permanent and sustainable way to mitigate the poverty of the poorest that live in rural Tanzania. Entrepreneurship may realize opportunities; it may create jobs, but creating, even recognizing opportunities also require skills and competencies which may need to be fostered and taught.

*(Job Creation, Finance)*

*Here the permanent and sustainable words are important which the focus of the study is. This paper guided to develop the approach towards permanent level promotion which is mentioned as real promotion level in this context in next chapters*

TulusTumbunan (2009), In the paper, ‘Women Entrepreneurship in Asian Developing Countries, Their Development and Main Constraints’, examine recent developments of women’s entrepreneurship in developing Asian counties. This issue is currently very important since it is part of the ongoing national efforts to alleviate
poverty in developing countries in relation to the Millennium Developing goals (MDGs) Greater opportunities for women to become entrepreneurs (or to have better income paid jobs) will help much in poverty alleviation. Methodologically, the study is based on data analysis and a review of recent key literature. This paper focuses only on women entrepreneurs in small and medium enterprise. The main issue of women entrepreneurship development mentioned in this paper is the severe constraints obstructing women in becoming entrepreneurs or existing women entrepreneurs to sustain or grow. The paper reveals a number of interesting facts. First, SMEs are of overwhelming importance in Asian Developing countries, as they accounted, on an average, for more than 95 per cent of all firms, thus the biggest source of employment, providing livelihood for over 90 per cent of the countries work force, consisting for the most part of women and the young. Secondly, women entrepreneurs are mainly found in MIEs, which are traditional and low income generating activities. They choose MIEs simply because this economic activity facilitates an easy entry and exit, and requires small capital, simple technology and skill. Thirdly, majority of them are drawn to entrepreneurship not by ‘pull factors’, but by ‘push factors’ such as poverty, unemployment, the need to have an additional cash income to meet the family’s day to day needs. And fourthly, other important reasons for the relative low representation of women entrepreneurs are (i) low level of education and lack of training opportunities (ii) heavy household chores (iii) legal, traditional, customs, religious constraints imposed on women in starting their own business, (iv) lack of access to formal credit and other facilities.

(Constraints)

Here the constraints mentioned from (i) to (vi) are quite common but again lack of access to formal credit and other facilities is highlighted. Different financial schemes are the key to resolve these issues and their evaluation is equally important

Drine and MounaGrach\textsuperscript{24} (2010), in their paper ‘Supporting Women Entrepreneurs in Tunisia,’ purports to investigate the satisfaction levels of entrepreneurs, both male and female, and to compare their perceptions of different support services. The literature review clearly indicates that women entrepreneurs have motivations and obstacles more severe than those experienced by men. Based on a survey of 50 men and 50 women entrepreneurs, the study finds that the general approach of various agencies is ineffective in promoting female entrepreneurship. More specific support systems to
provide assistance to women entrepreneurs are needed. In fact, while it is true that the existing support structures do provide women with the opportunity to make contacts, build networks, and learn from the experiences of others, specific measures are still imperative in achieving the objectives. Attention should be paid to special problems of women entrepreneurs such as lack of easy access to finance, information and training. Given that a woman’s approach to business management is often different from that of her male counterpart, it is imperative that supportive measures are designed and implemented in a manner that they can address the problems unique to women by incorporating the gender dimension.

(General)

The paper mentions about the design of a support system along with finance. The supporting agencies need to appreciate that there are unique problems of women entrepreneurs and they should be considered while designing the support system. The suggestion by the authors again leads to having holistic approach rather than have specific problem in designing support system along with provision of finance.

Blosom Christina Roque and V. Ramanujam (2011) in their article, “Omani Women Entrepreneurship and SME’s in Oman-Challenges and Opportunities”, states that the women entrepreneurs of Oman have many problems to overcome in establishing their business. Some of these are common to all entrepreneurs and some are specific to women. Women now have greater access to the various spheres of life, be the political, educational or economic. However, more women are needed in high positions within the government in order to influence the policies that will strongly support a move towards a change in values and work ethics. Training and Entrepreneurial development programmes will help to provide abilities such as skills for SME development, financial management, marketing, Personal interaction, human resources promotion and other important business and life requirements.

(General)

The paper focuses on Omani Women who are having similar problems. It mentions about financial and marketing management as key factors for the development of SMEs.
2.3 Women Entrepreneurship in India: Dimensions and Issues

2.3.1 Quantitative Look

The above pieces of literature give sufficient information about different countries and the scenario of women entrepreneurs.

The position of Indian Women Entrepreneurs and issues are discussed hereafter through literature review related to it.

The first part of these discussions is to look at it quantitatively in terms of number of women entrepreneurs; women managed enterprises and men entrepreneurs and their proportion from the latest available data.

Economic Times: March 17, 2007 gives the following facts which are noteworthy

Women Entrepreneurship is a recent phenomenon in India which has emerged in seventies but became more prominent in eighties, especially in the latter half of the decade.

Post-independence; till the liberalization, privatization & globalization of Indian economy in nineties, around 73% of women entrepreneurs in India launched their business in eighties (Sethi 1994) & this trend continued in nineties. The declaration of the International Decade of Women (1975-85) & setting up of separate Ministry for Women & Child Welfare in 1985 have given a spurt to women entrepreneurship (Sethi 1994).

Women make the second largest target group for identification of potential entrepreneurs. In India, women constitute around 48% of the population but their participation in the economic activities is considerably low. It is not always easy for women to find employment compatible with their family responsibilities & household duties. That is why many women are attracted to the idea of self-employment adjoining their premises, with flexible hours allowing them to take care of both home & business.

The last two decades have seen a substantial increase in employment of women & especially the last decade has shown a prominent role played by women entrepreneurs in the process of economic development.
The above data shows that the percentage of women share in economy during the post-liberalization period is encouraging since the participation has increased from 4% in 1980 to 13% in 1996 & then to 24% in 2006. The average annual growth during the last two decade is quite encouraging compared to the inadequate growth during the three decades of post-independence period.

The Fourth All India Census of Micro Small & Medium Enterprises 2006-2007 shows that out of total 261.01 lakh Registered as well as Unregistered Enterprises, 19.20 lakh were Women Enterprises & 10 lakh enterprises were women managed enterprises. This means only 7.36% Enterprises in India are women owned enterprises.

The data available is of 2006 -2007 to till date, which is sourced from

MSME Census 2006-2007, which is as under

An enterprise (Manufacturing or a Services) managed by one or more women entrepreneurs in proprietary concerns, or in which she/ they individually or jointly have a share capital of not less than 51% as partners/shareholders/ Directors of Private
Limited Company/ Members of Co-operative Society is called a ‘Woman enterprise.’ It was found that 13.85% (numbering 205419) of the units in the registered MSME sector were women enterprises, whereas the share of enterprises actually managed by female was 10.10%. The State-wise distribution of working enterprise among socially backward classes and women is given at Table-2.

Table 2.1: Composition of Men and Women Entrepreneurs

<table>
<thead>
<tr>
<th>No. of enterprise Managed by:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>13,95,738(89.90%)</td>
</tr>
<tr>
<td>Female</td>
<td>1,56,753(10.10%)</td>
</tr>
<tr>
<td>Total</td>
<td>15,52,491</td>
</tr>
<tr>
<td>No. of Women enterprises</td>
<td>2,15,036(13.85%)</td>
</tr>
</tbody>
</table>

Chart 2.2 Composition of Men and Women run Enterprises

Total No. of Enterprises in India in Lakh MSME Sector = 261.01 Lakh
The data also highlights that, out of 19.20 lakh Indian Women Enterprises, 2.15 lakh are registered while 17.05 lakh are unregistered women enterprises.

From the above figures which are available only for 2006-07 (which must have substantially increased in last 08 years and shall be available by end of 2015)

*However, against 89% of male entrepreneurs 11% is comparatively very small. Even with the increase in last 08 years by double the figure the total potential is not fully drawn. Thus more empowerment and development is necessary for women entrepreneurs.*

### 2.4 Women Entrepreneurship in Maharashtra

The figures related to Maharashtra, available from MSME 2006-07 are available which are as follows-

<table>
<thead>
<tr>
<th>State Code</th>
<th>State/ UT Name</th>
<th>Owned by</th>
<th>Owned by</th>
<th>Total Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>Male</td>
<td>SC</td>
</tr>
<tr>
<td>27</td>
<td>MAHARASHTRA</td>
<td>9372</td>
<td>77263</td>
<td>4986</td>
</tr>
</tbody>
</table>

For more details of other states refer Annexure A

The annexure covers other types of information as well.
Chart 2.3: Composition of Registered Units in Maharashtra

(Source: MSME Census data 2006-07)

From the above Chart 2.3, it is seen that the percentage of women entrepreneurs in Maharashtra is 11% which is exactly same as that of the National percentage figure for women entrepreneurs.
From the Chart 2.4, it is seen that the percentage of the unregistered women entrepreneurs in Maharashtra is 5%, which is much lower than that of the registered women enterprises which is around 11%.
Chart 2.5: Total no. of working Enterprises in Maharashtra & mode of Finance

For them.  (Source: MSME Census data 2006-07)

<table>
<thead>
<tr>
<th>Mode of Finance</th>
<th>Registered Enterprises</th>
<th>Unregistered Enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-institutional</td>
<td>1424</td>
<td>66794</td>
</tr>
<tr>
<td>Institutional Finance</td>
<td>22908</td>
<td>200050</td>
</tr>
<tr>
<td>Self Finance</td>
<td>62303</td>
<td>2229390</td>
</tr>
</tbody>
</table>
From the Chart, it is seen that

i) In registered entrepreneur’s category, 26.44% have availed institutional finance as against those of only 8% from unregistered category.

ii) In registered entrepreneurs category, only 1.64% have availed finance from non-institutional sources as against those 3% from the unregistered entrepreneurs category.

2.5 Women Entrepreneurship in & around Pune

Pune is the second largest city of Maharashtra state & is considered as the educational hub of the India. Women from Pune are cosmopolitan, well educated, progressive, forward looking and well versed with the latest technology and possess good skill sets. Although the society does not go out of their way to encourage women; generally the society does not oppose women in entering business or different professions.

Pune is a safe city having professional environment. It has many vocational training institutes even specially designed for women e.g. SNDT home science college, where courses are offered on the subjects like nutrition, textile design, child psychology etc., Cummins college of engineering for women which offers engineering courses in electronics and telecommunication, IT, mechanical, instrumentation etc. Hence women have variety of educational as well as professional opportunities at Pune.

Not only the percentage of working women in Pune is increasing but percentage of women entrepreneurs is also increasing as women see the benefit of independence and flexibility of working hours.

Although large no. of women entrepreneurs are looking after their family business or have a low tech businesses like food products, jewelry, hand-bags etc. Now an increasing number of women entering into technical fields like IT, manufacturing, transport, travel and tourism etc.

The number of women coming together to form a Self Help Group (SHG) for promotion of their products is also increasing in Pune.
The DIC Pune is the office responsible for implementing the various schemes of MSME.

**Table No 2.3 Summary of Census of MSME in Pune District:**

<table>
<thead>
<tr>
<th>Type</th>
<th>Service</th>
<th>Manufacturing</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro</td>
<td>2419</td>
<td>14284</td>
<td>16703</td>
</tr>
<tr>
<td>Small</td>
<td>209</td>
<td>1464</td>
<td>1673</td>
</tr>
<tr>
<td>Medium</td>
<td>6</td>
<td>53</td>
<td>59</td>
</tr>
<tr>
<td>Total</td>
<td>2634</td>
<td>15801</td>
<td>18435</td>
</tr>
</tbody>
</table>

(Economic Survey of Maharashtra 2012-13)

The figures include both male and female entrepreneurs and the details of the female entrepreneurs and discussions are made in the chapter of Method of Research.

From the above figures, the quantitative scenario information is sufficiently covered. Now the next discussion is regarding literature available about Indian Women Entrepreneurs and what type of dimensions and issues are received from the same.

### 2.6 Perspective about Indian Women Entrepreneurs

The perspective covers the issues related to motives, training, barriers and finance and so on.

*Following are the pieces of literature which are put in the chronological order and into brackets it is indicated what it is about; and not grouped specifically in order to maintain the chronology.*

Surti and Sarupriya (1983) investigated the psychological factors affecting women entrepreneurs. They examined the role of stress experienced by women entrepreneurs, the effect of demographic variables, such as marital status, and type of
family on stress and how women entrepreneurs cope with stress. Results indicated that unmarried subjects experienced less stress and less self-role conflict than married entrepreneurs. Those from joint families were found to experience less role stress than subjects from nuclear families, probably because they shared their problems with other family members.

(General Aspects)

The paper talks about stress factor for which there is a need for stress management training for small family women entrepreneurs

Singh and Gupta 27 (1984) in their study on ‘Potential Women Entrepreneurs, their Profile, Vision and Motivation’ identified the reasons for becoming entrepreneurs from the reaction of the respondents. ‘Economic Gain’ was the supreme motivating force. ‘Keeping oneself busy’ was another driving force. ‘Fulfillment of one’s ambition’ ranked third which was followed by ‘wanted to become independent.’ There were a host of other reasons too.

(Motives, Entrepreneurial rewards)

The researcher understands that the motives are common universally; perhaps the order of priority may differ from country to country

Rani 28 (1986) in her study ‘Potential Women Entrepreneurs’ found that the desire to do something independently was the prime motivating factor in taking up business activity with the sample respondents. All the women in the sample survey stressed on their capability to take independent decisions and stated that the thought of entering into entrepreneurial areas was their own decision, which was in no way influenced by others. The author further found that education and income did not influence the decision making process to jump on to entrepreneurial bandwagon.

(Motives-social status)

Independent entity is the prime motive which is a very natural instinct for any human being

Patel V.G. 29 (1986) advocates the need for identifying the constraints and limitations which prevent a large number of potential women from coming forward, entering business and becoming successful. Since women can be as good entrepreneurs as men, the focus must be on ‘Entrepreneurship’ for building up
successful enterprises. Even successful women entrepreneurs are of the view that while encouragement and facilities are required to enable a woman to enter business for the first time, when it comes to competition, they have to fight on the same footing as men, survival and growth come from the individual’s competencies and skills and not from special concessions, given to the women entrepreneurs. Patel opines that so far our society has not allowed women to think independently, and so there is need to identify their own role within or outside the family. Till recently, economic compulsions have led more and more young girls to take up employment and it is not out of work experience, exposure to education or urbanization that the potential source of women entrepreneurs has emerged.

(General)

*The paper makes two important points as competition exist for both men and women and the potential of women entrepreneurs shall be more with urbanization process*

Singh, Sehgal, Tinani and Senguptha\(^{30}\) (1986) in an exploratory study on successful women entrepreneurs, looked into problems encountered by them to attain the level of success and identified the operational problems they are currently facing. 18.7 per cent of women entrepreneurs felt no operational problems, whereas 81.3 per cent ventilated problems of varied nature, such as managing work (23 per cent), marketing (20.5 per cent) recovery of dues 17.9 per cent) financial (10.2 per cent) and mobility (13 per cent) etc. Only 44 percent felt that women had to fight harder than men in the entrepreneurial world to achieve success. Only 35 percent experienced family conflict, as these women had children aged between 10 and 15 years and where not able to do full justice to their maternal responsibilities.

(Financial Constraints)

*Indian women face operational problems and they can be overcome by giving right kind of training*

Vinze\(^{31}\) (1987) in her work titled, ‘Women Entrepreneurs in India’, states that since women entrepreneurs need constant guidance in matters pertaining to financial discipline, it would be mutually beneficial if the bankers and women entrepreneurs learn to appreciate each other’s viewpoints. More attention should be paid to matters like stream lining of the assistance required, co-ordination of procedure and a better
code for assistance agencies. She further feels that management skills are must and women entrepreneurs need to be trained in this area. She also studied the socio-economic background and the factors that contributed to entry into business of women entrepreneurs in Delhi. Corroborating with above findings, she highlighted the cultural aspects. It is harder for women to take ‘calculated risks’ that are essential to entrepreneurship, as they are the custodians of society in the maintenance of cherished values, habits, and accepted norms of conduct.

(Training)

The women entrepreneurs require the training regarding the financial discipline which is mentioned in suggestion part of the study

Cronie\textsuperscript{32} (1987) has studied the motivating factors in aspiring male and female entrepreneurs and found that compared to men, women are less concerned with money making and often choose entrepreneurship as a result of career dissatisfaction. They also see entrepreneurship as a means of simultaneously meeting their career needs and child care roles. The primary motives for engaging women in entrepreneurial activities are;

**Pull Factors**

1. Absence of family support/ limited family support.
2. Limited access to finance, lack of information and awareness, procedures and delays skepticism of lending agencies.
3. Lack of technical, business and financial information and experience.
4. Limited education and training.
5. Desire for gainful time structuring – preferring the flexibility of time afforded by an entrepreneur versus an employee.

**Push Factors**

1. Responsibility due to death of spouse
2. Special qualifications attained.
3. Joining the family business.
4. Financial difficulties.
Further, in developing countries women entrepreneurs face considerable repercussions within their families and social relationships because of the role transformation from that of the traditional homemaker to a business person. To cope with these psychological stresses women require great confidence and mental resolve. Researchers do believe that these psychological traits like need for achievement, power, and affiliation are those that can be developed.

(Motives)

*The classification to Pull and Push Factors is a great contribution to the study of women entrepreneurs. Holistic Approach is essential for the promotion of women entrepreneurs*

A.G. Ptrasad and T. VenkateshwaraRao\(^{33}\) (1988) in their articles “Socio-economic Background of Women Entrepreneurs – A Case Study of Andhra Pradesh” find out the following facts (1) First generation entrepreneurs are not so much successful (2) units established by entrepreneurs before marriage are not so much successful (3) units promoted by entrepreneurs after marriage and having grown up children are doing well. (4) units promoted by technically educated are more successful and uneducated are not so successful (5) electronics, brick making and other technical/mechanical units are not that much successful (7) urge for the status and expressiveness in the same line are two important factors for the success of the unit (8) loan, interest subsidies and marketing facilities offered by the institutions are inadequate.

(Financial constraints)

*Inadequacy of loan and subsidies is a long rooted problem since 1988. However, the position today is slightly better than in 1988.*

Azad \(^{34}\) (1989) in his work on ‘Development of Entrepreneurship among Indian Women’ states that there is a need to understand the psychological characteristics of women entrepreneurs. He further says that lack of adequate theoretical understanding of these characteristics creates a severe gap which if not properly bridged may result in faulty forming of any programmes 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
women. The authorities cite economic compulsion, use of knowledge and skills, need for achievement, success of others and frustration in present job/occupation as the main motivating factors for women to plunge into entrepreneurial career.

(*Entrepreneurial rewards*)

Dr. B. Sudhakar Rao\(^3\)\(^5\)\(^{(1990)}\) in an article ‘Group Approaches to women entrepreneurship development’ starts with an attempt to identify the qualities of entrepreneurship between sex groups. In our situation, the potential for women group entrepreneurship is strong. Group entrepreneurial approaches seem to be the best for rural women. What is more important is the ability and capacity to take and bear risk by the development organizations and financial agencies. The developmental programmes under poverty alleviation and employment creation need to concentrate on such an entrepreneurial package, the efforts need to be in some other direction for socially conscious and literature [higher level] women. Conclusion is that women’s organizations at local levels need to be strengthened to take up income generating activities.

(*Finance*)

The word entrepreneurial package is the right approach to design the financial scheme which is taken note in the preamble of the suggestions

G.S. Pranjothi and T.M. Sujatha\(^3\)\(^6\)\(^{(1991)}\) in an article ‘Entrepreneurship Development among Rural Women,’ talked about the various activities done by women and about various rural development programmes initiated by the government and many other agencies of Karnataka. In recent past, considerable success has been achieved in developing the human capital resource through one such organization is TECSOK, (Technical Consultancy Services Organization of Karnataka). It had organized stimulatory and supportive activities to bring women outside home and to motivate them to be entrepreneurs. The training course content was designed to cover the various activities connected to reeling aspect which is included different stages from the purchase of raw materials to the sale of finished silk at silk exchange. All the sessions were dealt with practically. During practical training, groups were formed with team leaders to see that all the participants get equal experience rotation wise. After training, a through and regular follow up extended by the TECSOK, helped in obtaining financial assistance for a few projects.
(Training)

The author has suggested the benefits of the group training which has given good results to TECSOK

Srivastava and Choudhary\(^\text{37}\) (1991) in their work on ‘women entrepreneurs, problems, perspectives and Role Expectations from banks, found that no single factor but a host of motivating factors act simultaneously on the individual creating dissonance in her, which in turn motivates her to take an action directed towards elimination or reduction of dissonance in the individual. Women faced problems mainly in the areas of marketing of their products and approaching the banks for getting loan; personal problems, time constraint and family stress were also cited. The study concludes that joint family is not an obstacle for women entrepreneurs. In fact it is a facilitating factor. The entrepreneurial role enhances familial bonds and increased role satisfaction of women entrepreneurs as a wife, mother and maker of ‘home’.\(^{\text{Barriers}}\)

Rathore and Chhabra\(^\text{38}\) (1991) in their work on ‘promotion of women entrepreneurship-training strategies’ says that Indian women find it increasingly difficult to adjust themselves to the dual role that they have to play as traditional housewives and compete with men in the field of business and industry. Working women are often tossed between home and work and experience mental conflicts as they are not able to devote the necessary amount of time and energy to their home and children and find it mostly difficult and sometimes impossible to pursue a career.\(^{\text{Barriers}}\)

Kirve and Kanitkar\(^\text{39}\) (1993) in their work pertaining to rural women discuss the experience of a Pune based Non-Government Organization (NGO) – Jana Prabodhini (JP) in developing income generating activities for rural women through skill training in technical and business areas. The study revealed that the awareness building, which was incorporated as a part of training input, proved extremely useful in building confidence in the trainees. Subsequent interaction with trainees during evaluation showed a definite change in the mental makeup of most of the trainees.\(^{\text{Awareness}}\)

Kaur and Prashar\(^\text{40}\) (1993) in their work on entrepreneurship amongst rural women dwell upon the problems being faced by rural women entrepreneurs arising
from the conservative attitude of society, religious and social taboos, lack of confidence, male dominance, health problems, lack of proper infrastructural facilities, marketing problems, lack of adequate finance and lack of awareness about government schemes/ incentives. The bitter experience of certain rural women entrepreneurs also had a discouraging effect on budding rural women entrepreneurs. (Awareness)

The point of awareness is really very significant and therefore, it has helped in formulation of first hypothesis of the study. As the general observation is that many of them were not aware from the government promotion efforts but from some other sources and therefore the questionnaire contain the questions about the different sources of awareness.

Sethi (1994) in her study named ‘Women Entrepreneurship in India’, has found that economic compulsion, education, work experience and urbanization are the vital forces which have given an impetus to women entrepreneurship. The author says that non availability of credit is the most binding of all the regulatory, technical, marketing and other input constraints. She, further states that although obtaining finance for the initial startup venture is a common problem for both male and female entrepreneurs, these problems get exacerbated for women because of their gender as well as the prevalent socio cultural variables. The author cites insufficient startup capital as the most common cause for early traumatic failure of new business enterprises. The study reveals that the majority of women rely heavily on their own funds for initial venture startup. This dependence on their limited personal finance leaves these women under-capitalized and highly vulnerable to market fluctuations. She suggests that in order to enable the women to break away from traditional activities such as the making of garments and food products and to enter more lucrative non-conventional fields, which need a much higher level of investment, the help of academic institutions, governmental as well as non-governmental organizations need to be enlisted. (Finance)

The point made by the author about limiting factor of personal finance and under capitalization can be done away by providing right amount of funds at right time at different stages of development of the enterprise of the woman
Tusli\textsuperscript{42} (1995) in their study titled ‘Enterprising Women, A Case Study’ state that so far women who have entered the field of entrepreneurship have been choosing conventional fields such as dress making, embroidery knitting and pickle-making. But now with a shift change in trend, women are venturing into non-conventional fields including computers, electronics, industrial security and stock exchange. And in these non-conventional fields they are doing well and in some cases doing better than their male conventional fields) was undertaken by the researchers to identify the factors that motivated them to enter the field of entrepreneurship and helped them in sustaining and developing enterprises as well as tiding over the problems faced by them during the setting up and the development of their enterprises. Factors such as family background, family support and encouragement, independent decision-making, acquisition of relevant knowledge, skill and tricks of the trade, credibility in the chosen field, inter-personal skills, disciplined approach, customer satisfaction and self-confidence, helped these women in successfully launching and managing their business. Non-acceptance of a lady running a non-conventional business was cited as the main problem at the initial stages of business which these women entrepreneurs successfully overcame through persistent efforts, consistency and commitment.

*(General)*

_Along with the success factors, the author has given non-traditional business where the need for emerging is necessary, which is covered in suggestion part of the thesis._

Tara S. Nair\textsuperscript{43} (1996) in her work titled, ‘Entrepreneurship Training for Women in the Indian Rural Sector, A Review of Approaches and Strategies,’ found that initiatives in terms of increasing both intellectual and physical resources directed to the cause of research and action in the field women’s development were largely policy induced and devoid of any clear focus or strategy. The author suggests that any intervention strategy with the professed objective of reaching out to women be it in the realm of creation of awareness, skill training or accessing financial resources has to recognize the strategic needs of rural women such as availability of drinking water in the vicinity, child care facilities, and easy access to health and education centers. The training programmes should take into account the opportunity structure existing in the society {cooperative (equal sharing of household work and development benefits by men and women) conflicts} and its effect on women’s skill acquisition and specialization. It has been observed that the formal system, with its highly
standardized approach and bureaucratic machinery has not been able to appreciate the extra-economic dimensions of women’s development. Another suggestion is to follow the group approach both for income generation and awareness creation. The author advocates for the integration of gender as a critical parameter in the policies and programmes devised in the government as well as non-government sectors.

*(Holistic)*

Tara Nair has taken account of other external environmental factors & basic necessities like drinking water, family sharing culture & their effects on the skill acquisition of women entrepreneurs.

Chaudhary\(^4\) (1997) in the study, ‘Banks and Women’s Enterprise Development; A Comparison of Approaches in India and the UK’ states that in both the countries commercial banks are the major sources of finance for small firms. The share of women entrepreneurs in small business in the UK is 30 per cent and it will continue to grow due to some external factors such as improvement in technology, novel means of communication, improvement in child care and greater security in partner’s employment prospects, etc. However, in India the share of women entrepreneurs is not at all significant despite the introduction of various women specific schemes and incentives. The authors have found that in both the countries women entrepreneurs are not discriminated against by banks and the main problem faced by them is the burden of family responsibilities. The authors recommended that keeping in view the socio cultural set-up of India, more motivational training should be organized at various levels of – schools, colleges, industrial associations and entrepreneurship development institutes. *Reserve bank of India (banking division) and Ministry of Industry should keep constant watch over the implementation of the existing specific assistance schemes and incentives for women entrepreneurs.*

*(Training & Suggestions)*

The paper advocates on monitoring of the scheme on continuous basis which is included in the part of the suggestions

Singla and Syal\(^5\)(1997) have classified the problems being faced by women entrepreneurs at different stages of their entrepreneurial career into three major categories, i.e. Problems related to project formulation, project implementation and project operation. In the light of the problems and issues related to women in business,
the authors strongly advocate Group Women Entrepreneurship (GWE) as one of the viable alternatives in the Indian context. GWE approach can strengthen the women entrepreneur by reinvigorating activities/skills or traditional crafts, with which they are acquainted if the danger of their being exploited by vested interests, could be guarded against. The supporting agency should also undertake group orientation training modules for the members of GWE in their respective skill development and management of the enterprise. The authors opine that GWE approach should be made an integral part of the National Women’s Welfare Programmes.

(General)

Khan 46 (1997) in his work on ‘Women Entrepreneurship’ advocates that self-exploration needs to be introduced in the first phase of the training course to help potential women entrepreneurs imbibe entrepreneurial identity. ‘Social responsibility’ is another important area which should form an integral part of any training module on entrepreneurship capacity building (motivation and leadership development), access to saving/credit, scale realistic, organizational backing, culturally and socially acceptable. Men were identified by the author as the key areas for intervention for sustaining women as entrepreneurs.

(Training)

*Khan stresses on training contents which would develop building of motivation and leadership abilities*

KrantiRana47 (1998) strongly recommends a *centralized and properly coordinated institutionalized arrangement* for extending technological backing and for the commercialization of the benefits of the Research and Development for the improvement of women entrepreneurs. The awareness and the use of consultancy services available in the country for their benefits appear to be negligible. It is high time that concerted efforts were made to disseminate the information about the modern technologies and consultancy facilities available for women entrepreneurs.

(General)

*Kranti Rana’s recommendations are not only applicable to technology and R&D but are equally applicable to Finance also and accordingly the suggestions have been made.*
Mallika Das\textsuperscript{48} (1999) made an exploratory study of women entrepreneurs in Tamilnadu and Kerala. The study examined the problems faced by women in initiating, running and succeeding in business and differences between the experiences of women in the developing and the developed worlds. The study also underscored the difficulties faced by women in getting funds for setting up business and meeting the working capital requirements. The women in the study differ from their western counterparts in family background, marital status; incubator organizations issues and environmental factors (support services).

\textit{(Finance)}

R. Ganesan, Dilbagh Kaur and R.C. Maheshwari\textsuperscript{49} (2002) in their article “Women Entrepreneurs; Problems and Prospects” says that entrepreneurship as a strategy to promote enterprise can be successful only if the same is duly imparted and conscientiously induced. The article establishes the key role entrepreneurial training can play in making the ventures initiated by these self-motivated women self-sustaining. The article deals with the problems which the self-motivated women entrepreneurs confront and then highlights the prospects and the future challenges, identifies the factors which are influencing women to become entrepreneurs, and the constraints that a woman or her enterprise would normally face in the course of her conducting business and the gendered root of such problems. The suggestion is that these problems could be overcome by making investment in building network and alliances. The study highlights the fact that entrepreneurial training helps women entrepreneurs to become successful. Highlights the prospects and the future challenges, identifies the factors which are influencing women to become entrepreneurs on their own.

\textit{(Training)}

S. K. Dhameja\textsuperscript{50} (2004) in his study tries to find out the entrepreneurial performance and problems of women in business in north-western India. 175 women entrepreneurs who had established their enterprises during the time frame of 1982 to 1996 and were employing 5 or more in their respective enterprises were interviewed personally. It has been observed that women have a natural tendency to opt for wage employment, probably either under family pressure or in the better interest of their family commitments. This tendency has seen more pronounced among the highly educated
and technically/ professionally qualified women. There is a need to reorient the women towards opting for entrepreneurship as an alternative and better career option so that the entrepreneurial and managerial capabilities of women can be fully exploited. The life for of a women entrepreneur, having a small scale industry, is not a bed of roses. The individual woman entrepreneur is single-handedly thrown before a plethora of formidable problems In the case of women entrepreneurs the problems get compounded because certain problems have gender dimensions attached to them. The fulfillment of domestic commitments and child care role are the two issues where women have to play a vital role. What is more, the prejudicial treatment meted out to women a separate entity makes the life of a women entrepreneur all the more difficult. The only consideration is that the initial pains and hard work gave into an entrepreneurial venture get compensated multi-fold upon the successful running of the enterprise. The study has spotted some of the peculiar problems of women entrepreneurs, which need to be addressed by the responsible agencies in the right earnest. Some of the sample respondents are of the opinion that training centres should provide training to prospective women entrepreneurs, free of cost and Entrepreneurship Development programmes (EDPs) should be more practice-oriented. Inculcation of self-confidence amongst women that they can also run a business should be one of the prime objectives of these programmes.(Training/Problems).

Kiranjot Sidhu and Sukjeet Kaur51 (2006) in their study as the subject projects the crucial role entrepreneurial training can play in making the ventures initiated by these self-motivated women self-sustaining. The study identifies the concern areas of these women who are in business and proposes what kind of entrepreneurial training will be ideal. Entrepreneurship is recommended as the only solution to the growing unemployment among the rural youth. This is more beneficial for women in rural areas as it will enable them to add to the family income while sparing them time to attend to their farm, home and livestock centered tasks. Rural Women possess abundant resources to take up an enterprise. She has the benefit of easy availability of farm and livestock based raw material. Hence she can effectively undertake both production and processing oriented enterprises. What they need is awareness, motivation, technical skill and support from family government and other agencies. With the proper backing of these factors they can strengthen their capacities thereby
making substantial contributions to the family income and national productivity.

*Training*

Tapti Dasguptha, Alanu and Chattopadhyay (2006) in their treatise unfold the tale of struggle and strife experienced by the tribal women in the rural areas of southwest Mina pore, West Bengal and give a realistic tone to the role of women entrepreneurs in a stringent manner. The main problems of rural entrepreneurship in India are sensitization of women and enlistment of women according to a discriminating work pattern. Lack of adequate training, non-availability of finance and marketing facilities discourages women to take up the profession. Social attitudes decide that certain crafts or small industries are suitable for women i.e. sewing, kitting, teaching, basket making, weaving, etc. But repairs and maintenance of these machines are never taught to them. By and large, women do not possess any property in their name and they cannot avail of the benefits of mortgage to get finance for starting some business. They can be really empowered if they are entrusted with some real responsibilities and are given opportunities to solve their own problems. *Problems*

Madhu Rathore and Dr. Suman Singh (2008) have tried to analyze the concept of women entrepreneurship. They observed the various strategies, the requirements of women entrepreneurs, remedies to solve their problems, training need for empowering women entrepreneurs, various stages in the process of entrepreneurship etc. About 66 per cent of the female population in the rural sector is idle and their potentialities go unutilized. This is mainly due to the hostile role played by the exiting social customs. The young girls and women are not allowed to work independently. Now the scenario is changing fast with modernization, urbanization, and development of education and new awareness. Today, no field is unapproachable to well trained and qualified Indian women. The women force will get another dimension, if the entrepreneurial skill is developed with a view to achieve human resource development and strengthen the nation’s economic development. Entrepreneurship of women will, not only enable them to get better jobs and economically self-sufficient or independent, but the society also will greatly benefit there from. Their education must be practical and well-suited to their needs, especially in relation to health, nutrition and legal rights. With the increasing realization that the entrepreneurs are important, many state level and National level organizations and institutions are promoting entrepreneurship by conducting training programmes aimed
at their specific requirements. In the present global competitive business and industrial situation the women entrepreneurs can play a greater role and emerge themselves, in yet another new dimension of the entire universe. (General)

The paper speaks about the scope of women entrepreneurs for playing their role in global competitive environment.

Shoba Rani and Koteswara Rao’s\(^{54}\) (2008), article, ‘Perspectives of Women Entrepreneurship’, consists of two parts; (i) Initiatives taken by the Governments at national and state levels, and the role of women-specific associations in a selected number of states, and (ii) An analysis of three main aspects of women entrepreneurship based on the findings of five empirical studied carried out in Andhra Pradesh, Haryana, Maharashtra an North Western India. the prospects covered are (i) Socio-demographic attributes of women entrepreneurs (ii) factors creating the motivation in women to become entrepreneurs, and (iii) selection of enterprises in industry, service and business. A review of the findings of the studies provides some practical suggestions for accelerating the pace of promoting women entrepreneurship in the country and highlighted the prerequisites, and the steps needed to be taken to groom younger aspiring women into entrepreneurs. In terms of motivation, the main inducements for getting self-employed are to establish oneself in family and society, and to achieve a definite goal set by her. This is particularly true with middle income and well educated women. Supplementing the family income and acquiring a reserve to meet eventualities are the main motivations with the aged and the low-income category women. Discouraging factors need to be overcome with the co-operation of the family members and by institutional support. In the selection of the product line/service activity, multiple factors play a vital role. Here again, it is necessary to make sure that the background of the person in terms of education, experience, and interests should get due weightage. (General Awareness)

N. Rajani\(^ {55}\) (2008) in her article, “Management Training Needs of Women Entrepreneurs”, an attempt has been made to examine the quality of micro enterprise management by women in the socio-cultural milieu and to project the management training needs of women entrepreneurs. Entrepreneurial talents and capabilities are latent in all communities but their translation to innovative action depends on appropriate stimuli and environment and these stimuli can be generated through proper training. Training women for entrepreneurial and managerial capabilities should be
conceived as one of the most important factors for accelerating growth. Efforts are being made along these lines; however, they are effective to bring apart changes quantitatively not qualitatively. Hence appropriate training and interventions are needed to bring qualitative changes in the situation. It is a welcome sign that realizing the need for training, government agencies have started introducing several programmes. (Training)

_The paper speaks about the qualitative part of training and expectation from training as the outcome-as enhancement in managerial capabilities. The scope of work is finance, the financial management skills and capabilities concerns._

Ms. Sujata Kumara & Dr. Vandana Kaushik⁵⁶ (2008) made a laudable effort to study the problems of rural women entrepreneurship. It was conducted in the rural areas of Rajasthan with 60 rural women; half were engaged in some part of entrepreneurial activity. Information on the entrepreneurial hindrances and the risks in the development of entrepreneurship among women was gathered and analyzed. The study points out that the Government has an important catalytic role in helping rural population mobilize their own entrepreneurship. The most important duty is to provide a congenial environment for the woman’s organizations to grow and to perform their functions fully and effectively. Often they are unable to function attentively for lack of professionalism, technical competence and entrepreneurial skills. The results of the study highlight the presence of a number of risk factors viz. financial crises, accidents, draught, natural calamities and civil disturbance and losses during storage of products. Further motivators identified in the study are classified into two categories-external and internal factors. The external environment motivators are lack of participation, group competitiveness and mutual trust. The internal environment motivators are the problems lie in the collection and the selection of raw materials. Owing to all these difficulties, the rural women entrepreneurship is unable to contribute much to the economic welfare of women. Supplying raw materials and other resources, required machinery and equipment, arrangement of credit facilities, training and research as well as marketing assistance can enhance their competitive strength. The survey brings out the need to create awareness among women entrepreneurs for following positive and creative approach towards the employees as a crucial human resource. Under EDPs, women entrepreneur are found to gain momentum all over the state and the country. (Awareness & Training)
Mir M. Amin in his article on the subject says that entrepreneurship development among women could prove quite effective in achieving economic empowerment. It discusses in detail the issue of the participation of women in SMEs. The participation of women can be identified in three different roles. Some women are the owners of enterprises. Some work as managers; and some are employees. The industry in which women play a major role are divided into three categories—Agriculture and allied industries, Home based industries and out-home industries. A list of the institutes which assist in the promotion of the entrepreneurship development among women is also given. The study highlights the shift in perception noticed in the various Five Year Plans on women and the problems faced by women entrepreneurs. Much needs to be done on the road to equity and justice to women. It will be a serious mistake to underestimate the vital role women play in in the economic development of the country. It is the duty of the society to create an environment in which women will come forward and give full expression to their entrepreneurial talents. Ultimately women entrepreneurship must be recognized for what it is. It can contribute immensely to our country’s prosperity. Individually, business ownership provides women with independence that they crave for and with economic and social satisfaction. (Social status)

Dr. S. Mathivarmnan and Dr. S. Selvakumar (2009), in their treatise, ‘The Management of Small Scale Industries by Women Entrepreneurs – A Study with Reference to Virudhunagar District.’ Economically women have made some progress, but men still enjoyed a larger share of the cake. In India, although women constitute approximately 50 per cent of the population, entrepreneurial world is still a male dominated one. Women entering the field of business have to confront numerous barriers, often formidable obstacles. In the study primary data were collected by conducting a survey among 200 sample women entrepreneurs. The eagerness of women from backward communities to come up in life by starting their own enterprises was evident. A woman tries to supplement the family income to maintain a reasonable standard of living. The article concludes that since most of the small scale units in India are unregistered, steps should be taken by the Government of India to make registration compulsory for all small scale industries at respective district industries centre. Awareness should be created through advertisements to become member of trade associations to avail of the benefits of membership. Society should
give up its negative attitude towards women entrepreneurs. The Government and other promotional agencies should take genuine interest in marketing the products produced by women. Women entrepreneurs should be encouraged to register their enterprises as joint stock companies rather than as individual or partnership concerns so as to enable them to avail of special advantages of large scale operation. (General)

The paper suggest about registration in DICs and also as Joint Stock Companies. But the formation expenses of joint stock companies are high, to the tune of Rs. 25000/- onwards which cannot be borne initially by the budding women entrepreneurs and hence not feasible.

2.7 Barriers to Women Entrepreneurship in India:

The following literature has some references to the constraints or barriers to the problems of women entrepreneurs. A gist kind of summary is necessary for the context of the study.

The author has captured the barriers of women entrepreneur very effectively.

Mrs. Yogita Sharma, Women Entrepreneur in India, IOSR Journal of Business and Management (IOSR-JBM) Volume 15, Issue 3 (Nov. - Dec. 2013),

The gist of barriers presented is as under which very relevant and comprehensive;

1 Family ties: Women in India are very emotionally attached to their families. They are supposed to attend to all the domestic work, to look after the children and other members of the family. They are over burden with family responsibilities like extra attention to husband, children and in laws which take away a lots of their time and energy. In such situation, it will be very difficult to concentrate and run the enterprise successfully.

2 Male dominated societies: Even though our constitution speaks of equality between sexes, male chauvinism is still the order of the day. Women are not treated equal to men. Their entry to business requires the approval of the head of the family. Entrepreneurship has traditionally been seen as a male preserve. All these put a break in the growth of women entrepreneurs.
3 Lack of education: Women in India are lagging far behind in the field of education. Most of the women (around sixty per cent of total women) are illiterate. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage, partly due to son's higher education and partly due to poverty. Due to lack of proper education, women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing and other governmental support which will encourage them to flourish.

4 Social barriers: The traditions and customs prevailed in Indian societies towards women sometimes stand as an obstacle before them to grow and prosper. Castes and religions dominate with one another and hinder women entrepreneurs too. In rural areas, they face more social barriers. They are always seen with suspicious eyes.

5 Shortage of raw materials: Neither the scarcity of raw materials, sometimes nor, availability of proper and adequate raw materials sounds the death-knell of the enterprises run by women entrepreneurs. Women entrepreneurs really face a tough task in getting the required raw material and other necessary inputs for the enterprises when the prices are very high.

6 Problem of finance: Women entrepreneurs stiffer a lot in raising and meeting the financial needs of the business, Bankers, creditors and financial institutes are not coming forward to provide financial assistance to women borrowers on the ground of their less credit worthiness and more chances of business failure. They also face financial problem due to blockage of funds in raw materials, work-in-progress finished goods and non-receipt of payment from customers in time.

7 Tough competitions: Usually women entrepreneurs employ low technology in the process of production. In a market where the competition is too high, they have to fight hard to survive in the market against the organized sector and their male counterpart who have vast experience and capacity to adopt advanced technology in managing enterprises

8 High cost of production

Several factors including inefficient management contribute to the high cost of production which stands as tumbling block before women entrepreneurs. Women entrepreneurs face technology obsolescence due to non-adoption or slow adoption to changing technology which is a major factor of high cost of production.
9 Low risk-bearing capacity:

Women in India are by nature weak, shy and mild. They cannot bear the amount risk which is essential for running an enterprise. Lack of education, training and financial support from outsiders also reduce their ability to bear the risk involved in an enterprise.

10. Limited Mobility:

Women mobility in India is highly limited and has become a problem due to traditional values and inability to drive vehicles. Moving alone and asking for a room to stay out in the night for business purposes are still looked upon with suspicious eyes. Sometimes, younger women feel uncomfortable in dealing with men who show extra interest in them than work related aspects.

11 Lack of entrepreneurial aptitude:

Lack of entrepreneurial aptitude is a matter of concern for women entrepreneurs. They have no entrepreneurial bent of mind. Even after attending various training programmes on entrepreneurship women entrepreneurs fail to tide over the risks and troubles that may come up in an organizational working.

12 Limited managerial ability:

Management has become a specialized job which only efficient managers perform. Women entrepreneurs are not efficient in managerial functions like planning, organizing, controlling, coordinating, staffing, directing, motivating etc. of an enterprise due to lack of training. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.

13 Legal formalities:

Fulfilling the legal formalities required for running an enterprise becomes an upheaval task on the part of a women entrepreneur because of the prevalence of corrupt practices in government offices and procedural delays for various licenses, electricity, and water and shed allotments. In such situations women entrepreneurs find it hard to concentrate on the smooth working of the enterprise.

14 Exploitation by middle men:
Since women cannot run around for marketing, distribution and money collection, they have to depend on middle men for the above activities. Middle men tend to exploit them in the guise of helping. They add their own profit margin which results in less sales and lesser profit.

**15 Lack of self-confidence:**

Women entrepreneurs because of their inherent nature, lack of self-confidence which is essentially a motivating factor in running an enterprise successfully. They have to strive hard to strike a balance between managing family and managing an enterprise. Sometimes she has to sacrifice her entrepreneurial urge in order to strike balance between the two.

**Holistic Approach:**

The entrepreneurial funding package needs to be holistic in nature; the following authors have given the same emphasis in their writing

Sujata Mukherjee\(^{59}\) (2006) in her study of 125 women entrepreneurs in the areas of service, trading, and manufacturing in Greater Mumbai and Pune districts of Maharashtra, examined factors influencing the motivation of women entrepreneurs. The entrepreneurs selected were of the low income strata. The study revealed that the respondents were motivated to entrepreneurship, primarily by the call of socio-economic needs. Satisfying the psychological needs of becoming economically independent and fostering self-confidence and the ability to take risks were found to be powerful motivating factors for venturing into entrepreneurship. Desire to establish a separate identity was another inducement brought out in this study. The study revealed that the decision to start a business could be solely explained by the entrepreneurial psychological factors alone. It shall be viewed as the product of interaction with certain triggering events. The study advocates a holistic multi-pronged and multi-agency strategy to sustain and motivate women entrepreneurs. (*Holistic Approach*)

Kaplan\(^{60}\) (1988) in her work relating to women entrepreneurs observes that although their orientations and skills may vary, the vast number of respondents are more concerned with creating employment for themselves rather than developing into
entrepreneurs as defined by Drucker, Kanter and others. Like men; women have multiple reasons for starting a business. Non-economic (e.g. autonomy, challenge) reasons are often as important as economic ones. Yet non-work (family) factors influence women more than men. Younger women are better educated, have better business skills and are more likely to plan and set goals; the impact of these factors on business sales, growth and profitability more difficult to identify.

From the above, the researcher is convinced about the constraints and other related issues which are comprehensively given by the above literature to take holistic approach for the evaluation of the schemes and not sticking to a particular individual scheme,

Thus the reflections of the approach are seen throughout all next chapters.

Chapter III is exclusively devoted to focus on nature and other related features of financial schemes of different government agencies in India for the promotion of women entrepreneurship.
2.8 REFERENCES


4. Holmquist, Carin and Sundin, Elisabeth (1988.); “Women as Entrepreneurs In Sweden; Conclusions From a Survey”, Frontiers of Entrepreneurship Research, Massachusetts, USA,


48. Mallika Das,(1999) ‘Women Entrepreneurs from Southern India; an Explorative Study,’


