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CHAPTER - I

INTRODUCTION

Economic development of the country essentially means a process by which the per capita income of that country changes upward over a period of time. Entrepreneurship plays a vital role in economic development through formation of utilities and invention of employment within a short period. The impetus for entrepreneurial ventures had come from industrialization in the developed nations by setting up large scale, technological and sophisticated industries investing huge capital. Particularly, among the Asian countries, the concept of huge capital-intensive industry has not only failed to solve their economic problems but also triggered off a spate of human and social problems. Stagnation of economy, widening inequality, staggering unemployment and under-employment and a volley of socio-cultural problems associated with urbanization plagued the Asian countries when they attempted to transplant Euro-American concept of entrepreneurship in their countries. This experience has led these countries to follow the policy of encouraging individual small-scale ventures.

It has been accepted that entrepreneurship is an economic venture by which lot of the people can be changed upward within a short period of time, especially from the point of view of employment generation. Developing countries like India have been endowed with abundant natural, biological and human resources. Technical progress of a country alone cannot lead to economic development unless the technology is used by the entrepreneurs. Entrepreneur organizes and puts to use capital, labour and technology. It is true that entrepreneur is an agent of economic development of a country. Therefore, entrepreneurial awareness among the people in general and the educated is an urgent need. In India, entrepreneurship will pave a way to generate more income, reduce the sensitive problem of unemployment, minimize the incidence of
poverty, reduce the regional imbalance, increase the export trade and reduce the balance of payments to the possible extent. In traditional society, women are still confined to the four walls of home, children and family rituals. In a patriarchal society, women are not equally treated by their partners. Women are dynamic and dependable workers, who work without pay for 12-14 hours a day round the year and yet are made to suffer the humiliating status of subordination.

Those who are involved in the activities of production and marketing of goods and services to generate more profits enjoy a status in society, whereas those engaged in social activities and routine jobs for their livelihood that do not generate profit enjoy the status of second-class citizens of the nation (low economical status). Most of the women, not only in India but also around the globe are associated with these kinds of situations. By granting the equality in status to the women in India through the law has remained counter-balanced with social prejudices due to the factors like lack of education, lack of effective opportunity for employment, etc. In spite of marked progress, Indian women have remained to be considered as the nation’s greatest untapped resources.

Despite all hurdles, the modern Indian women have realized that their neglected powers are at the core of women Backwardness. Hence, women have taken the great step of empowering themselves with the available resources to make their own decisions. Women have recognized their importance and the role to play in the economic development of the nation which leads to their economic self-reliance. Today, women are at a historical compulsion to revise and redefine their values and roles at home and society. A new economy, social order and ways of thinking are largely fashioned by the emergence of Science and Technology. The future of women with assurance could shake hands with the widening of global economy and adapt themselves to the faster pace of technological changes. The former Prime Minister Jawaharlal Nehru has stated, “You can tell the condition of a nation by looking at the
status of women” which means that the situation of women in general is closely related to the social, economical and cultural background of the country. Hence, it becomes very vital for a developing country like India to support women to emerge as new, young and potential entrepreneurs.

1.1 Concept of Entrepreneur

The word ‘entrepreneur’ was acquired from the French language which means an individual who organizes or runs a business to generate money. In 16th century, men engaged in leading military expeditions were referred to as entrepreneurs	extsuperscript{1}. The words entrepreneur, intrapreneur and entrepreneurship have acquired special significance in the context of economic growth in rapidly modulating socio-economic and socio-cultural atmospheres, in industries of both developed as well as developing countries. The experiences in the industrialized countries like the United States of America, Germany, Japan and United Kingdom are authoritatively cited in support of this claim. A comprehensive study of the subject thus becomes not only relevant but also necessary to cultivate the several entrepreneurs. In 17th century, it was extended to cover civil engineering activities such as construction of roads, bridges, harbours and fortification and later the term was also applied to architects	extsuperscript{2}.

Burham and Hoskings (1958) stated that an entrepreneur is a person who though does not possess his own capital, hires both capital and labour for establishment of an enterprise	extsuperscript{3}. According to J.B. Say (1815), the entrepreneur is a person endowed of the world as well as of business. In course of time, the French tradition regarded the entrepreneur as a person translating a profitable idea into a productive activity and also entrepreneur is an organizer and speculator of business enterprise	extsuperscript{4}. The entrepreneurs are not simply innovators, in the sense of innovators; they are men with the will to act, to assume risks and to bring out changes through the organisation of human effects	extsuperscript{5}. Thus entrepreneur is more than a ‘businessman’ in the sense that it is not only
innovativeness, initiatives, intuition and a capacity to endure risks but also one who is susceptible to the external environment such as competition, economy, technology, etc. which are core ingredients for development and growth.

1.2 Concept of Entrepreneurship

After defining the concept of entrepreneurs, the main task is to define the concept of entrepreneurship. The most systematic definition of entrepreneurship was given by several authors. B.F. Hoselitz (1963) says that investment of time, capital and energy in economically significant pursuits is the prime function of entrepreneurship. According to Singh (1985), entrepreneurship involves sufficient volume of risk and adventure in the business under perusal, bears ultimate authority of taking decisions and formulating policies regarding the business. He further added that entrepreneurship is an economic activity in which an individual motivated by economic gains, invests capital, borrowed or his own in order to get constant returns. Cole (1959) defined entrepreneurship as the purposeful activity of an individual or group of associated individuals undertaken to initiate, maintain or increase a profit-oriented business unit for the production of distribution of goods and services. Schumpeter (1967) defined that the system entrepreneurship is essentially a creative activity that comes under the wider aspect of leadership.

1.3 Theories of Entrepreneurship

The field of entrepreneurship research has expanded considerably over the past two decades. Apart from this expansion, dynamics of entrepreneurship is still in the rudimentary stage and it also is quite fragmented. The theoretical foundations of entrepreneurship are still at the pre-paradigm stage. There is an absence of well-structured and comprehensive framework despite the existence of various conceptual models. The interconnection of serial entrepreneur antecedents within the theories of entrepreneurship does not seem to be very strong, consequently the explanatory and
predictive power of the existing entrepreneurial theories are very limited. According to Perryman (1982), entrepreneurship research is presently characterized by the absence of both a definitive set of precepts and a universally accepted methodology. The entrepreneurial research is in its formative stages and is similar to ‘normal science’ phase of the Kuhnian scientific structure\textsuperscript{10}. However, recent entrepreneurial research endeavours have made significant contribution towards the knowledge of entrepreneurship and their successful application in mitigating economic stagnation which indicates the maturity towards paradigm of building the entrepreneurship. A key importance should be given to various entrepreneurship using causal variables in growth process. The economist’s view on entrepreneurship is the genesis of entrepreneurial function rooted in the structure of economic incentives. The psychologists hold that the risk bearing and innovation as non-materialistic and inner psychic concern are essentially the prime movers for the entrepreneurial activity. For the sociologists, there are non-economic factors or conditions based on society’s value and hierarchy, which determine the extent of entrepreneurial activity\textsuperscript{11}. Thus, the multi-disciplinary nature of different factors for entrepreneurship forms the basis for the emergence of different theories of entrepreneurship development. It has been found that there has not been any monolithic approach towards theory building in the field of entrepreneurship. Various scholars have taken multiple approaches to study entrepreneurship as no single factor works as the only determining variable for the phenomenon of entrepreneurship. The theories of entrepreneurship emergence can be classified mainly into four broad categories. The first category falls in the domain of economies, the second one is within the realm of psychology and the third category is based on sociology perspective. The final one is the contemporary approach which is used to research the characteristics of entrepreneurs.

However, there are some factors like conducive business environment, political structure of a country or a region, other support systems like availability of finance and
Family support which play significant roles in the emergence of both men and women entrepreneurship. Some of the recent researches highlighted the integrated approach as most appropriate to explain the phenomenon of entrepreneurship.

1.3.1 The Economic Theories on Entrepreneurship:

The economic theories on entrepreneurship have been described in early economic history as well as within the existing classical and neo classical economic framework. Entrepreneurship as a concept entered the economic literature mainly through the work of Richard Cantillon, who gave the concept an analytical prominence and assigning the entrepreneur an economic role. According to Cantillon, it is the entrepreneur’s reactions to price movement that continuously bring about a tentative balance between supply and demand in specific markets. Cantillon was the first person who coined the term ‘entrepreneur’ and also defined the entrepreneur as one ‘who’ buys factor, services at certain ‘prices’ with a view to sell their products at uncertain prices and become a bearer of an uninsurable risk. The evaluation of economic theories on entrepreneurship can be divided into two schools of thoughts classical and neo economic theories.

1.3.1.1 Classical Economic Theories

In the middle of 18th century, new forms of production, social relations, governance and social thoughts began and emerged. In the economic stream, this phase marks the rise of classicism. In 1965, Aitken, identified the entrepreneur as an organizer and entrepreneur is an economic agent who unites all means of production and produces a socially valuable product. In order to be a successful entrepreneur, one must have the ability to assess future demand (a factor of judgement) to determine the appropriate quantity of goods and their timings like market research and analysis is to be made for probable production costs, selling price and to acquire the art of administration.
1.3.1.2 The Neo Classical Economic Theories

These kinds of entrepreneurs are rarely studied within the context of the basic neo classical framework of economics. Economists have concentrated on large and small scale business and entrepreneurship\textsuperscript{16}. Kent (1988) pointed out that courses in entrepreneurship and economics seems to be lacking. This kind of situation arises probably due to the failure of economists to adequately integrate entrepreneurship into economic theory\textsuperscript{17}. Herbert and Link (2009) believe that the history of economics clearly demonstrates that the entrepreneur was gradually excluded from economic analysis when economists attempted to emulate the physical science by incorporating the mathematical method\textsuperscript{18}. As there was no satisfactory mathematical method to deal with the dynamics of economic life and economic analysis solved through concentrating on comparative statistics and the entrepreneur took a purely passive role\textsuperscript{19}. The entrepreneur, thus in the new classical framework is a mere spectator with no real scope for individual decision making.

1.3.2 The Psychological Theories

The initiation of the entrepreneurial study and the process of setting up a new venture involved assumptions about psychological characteristics of the entrepreneurs. In spite of adaptive economic circumstances, social networking, support system, entrepreneurial teams, finance, marketing, government policy, enterprise sometimes cannot be created. It requires a ‘person’ who can combine all these factors in a productive manner, who believes in innovation or make innovation and who has the motivation to accomplish the goals\textsuperscript{20}. For every person and his process to be successful he/she also needs essential psychological perspectives. The theorists who gave emphasis to the contribution of psychological factors to entrepreneurship are Schumpeter (1934), McClelland (1961), Hagen (1962), Kunkel (1965).
1.3.2.1 Schumpeter’s Theory

Joseph Schumpeter’s (1934)\textsuperscript{21} theory provides the most detailed analysis of the entrepreneurial function. The analysis of Schumpeter’s theoretical system is based on three basic assumptions (a) the nexus between entrepreneurship innovation and leadership in his theory of economic development (b) the relationship between the entrepreneurial function in the analysis of social classes and (c) the facing away of the entrepreneur as a key in explaining the crisis of capitalism (Martinelli 1994)\textsuperscript{22}. The above theory further stresses that the key variable to entrepreneurial function is innovation. Innovation is defined as the introduction of a new combination of the factors of production i.e. land and labour when combined with credit, breaks into the static equilibrium of the circular flow of economic life and raises it to a new level. The entrepreneur changes the conditions of supply, combines existing resources in new ways and thereby set up a new production function (Martinelli 1994). According to the theorist Schumpeter, entrepreneur is an economic leader motivated by a will to achieve, having an inherent capacity to select correct answers, energy and capacity to withstand social oppositions\textsuperscript{23}.

1.3.2.2 Theory of McClelland’s

According to Kilby (1971)\textsuperscript{24} and David McClelland’s theory has developed from Weber’s protestant ethics in which an intermediary psychological motive (the need for achievement) is introduced. McClelland’s extends Webers’s casual sequence producing entrepreneurial behaviour as follows.
He tried to offer explanations for some societies that were more likely to produce entrepreneurs than others. He appeared concerned with the influence of cultural attitudes in primary socialization which, in turn, can foster entrepreneurial altitudes. He ascribed inculcation of the achievement motive to child rearing practices which stress on standards of excellence, low paternal (father’s) dominance, maternal warmth and self-reliance training.

1.3.2.3 Hagen’s Theory

Hagen’s Theory (1971) is considered as more sophisticated theory in terms of the relation between socialization and entrepreneurial personality and has its own importance in the emergence of entrepreneurship. Hagen’s model combines a psychoanalytical interpretation of the entrepreneur’s personality with an analysis of his conditions as a member of a group that is deviant from the cultural norms of the larger society. As an economist, Hagen’s view of economic development was based on non-economic factors. According to him, economic development is almost exclusively a process of technological change, which is brought about by the technological creativity of individuals in society.
The main focus of this theory is on the authoritarian creative personality dichotomy. He postulates the complex changes separating the typical authoritarian personality of a stable traditional society from the emergence of a creative entrepreneurial activity.

Figure - 1.2 The work flow of Hagen Theory

Motivation plays a significant role in planning of socio-economic change and that motivation alone cannot bring about change unless accompanied by slow change in the societal system. A term borrowed from the Atkinson’s model shows that expectancy is necessary and the societal system provides the expectancy frame. An elaboration of the paradigm is as follows.

Figure - 1.3 Atkinson’s Model
In 1971, Young found that entrepreneurship occurs when a group has a low economic status, has been denied access to mainstream society but still it has more resources than other marginal groups\(^\text{28}\). Shapero in 1982 generalizes that most entrepreneurs are displaced persons who have been dislodged from their familiar niche\(^\text{29}\).

\[\text{Figure - 1.4 Shapero’s Model}\]


\[\text{1.3.2.4 Kunkel’s Theory}\]

Kunkel’s theory (1965) stated that the entrepreneurial study is based on the behaviouristic model and emphasizes behaviour of the individual. Unlike Moung’s (sociological treatment) ways of looking at the school of psychic needs and values as passive phenomenon reflecting group level activity, Kunkel’s theory moves in the opposite direction and values and personality types are explained on the basis of the inferred behavioural pattern\(^\text{30}\). In Kunkel’s model, behaviour patterns were determined by reinforcing aversive stimuli present in the social context. The rewards and punishments are limited and based on the child rearing period. Therefore, Kunkel’s views on entrepreneurial behaviour are functions surrounding the social structure in
both past and present and it can be influenced readily by economic and social incentives that can be manipulated.

**Physiological Characteristics**

![Diagram of Kunkel's Theory](attachment:image.png)

(Discriminative Behaviour Controlling Stimuli) Reinforcing stimuli $S^a$

**Figure - 1.5 Kunkel’s Theory**


Where $R =$ any activity

$S^f =$ reinforcing stimulus (like rewards)

$S^a =$ aversive stimulus (like punishment)

$S^o =$ absence of any consequences (rewards or punishments).

$S^D =$ Stimulus in whose presence $R$ has been reinforced

$S =$ Stimulus in whose presence $R$ has not been reinforced

$SSC =$ Stimulus in Social Context

$SV =$ State variable (i.e. conditions of deprivation and Satiation).

According to the above model, an individual’s behaviour pattern is shaped after they have been performed. Only certain activities desired by a society or a group are positively reinforced and others may be punished. Positive reinforcement enhances the probability of repetition and if such reinforcement is frequent and intermittent, the probability is a certainty and it is explained by the diagram of Kunkel’s behaviour model.
1.3.3 The Sociological Theories

The sociological perspectives and research provide essential and distinctive contributions to the understanding of entrepreneurship in various ways. Sociologists consider the entrepreneur as a role performer corresponding to the role expected by the society. Different societies are characterized by unique customs and taboos, rewards and restraints, ethnic values and child rearing practices, nationalistic attitude and patriotic inculcation and different ethics. According to Marris (cited in Priyadarshi, 1997), to assemble or reassemble from the available solid level of imagination, to observe the missed things of others, sensitivity to the business, social environment and entrepreneurial courage are the factors which make an entrepreneur. The theorists like Weber’s (1960), Cochrom (1965) and Young (1971) were stressed on the contributions of sociological variables to entrepreneurship.

1.3.3.1 Max Weber’s Theory

Weber in 1960 postulates a theory of entrepreneurship which has four conditions contributing to the entrepreneurship and its rational capital accounting involving the appropriation of all means of production as disposable property of autonomous private industrial enterprises, free and voluntary labour, rational technology, mechanization, public credit and freedom of the market. These conditions were studied by Weber, as a complex of inter-related institution. Weber also added the analysis of cultural factors, which become effective conditions for the emergence of capitalism. In other words, Weber studied the phenomenon of profit making and free wage labour in terms of cultural and motivational significance.
1.3.3.2 Cochran’s Theory

In 1965, an economist, Cochran proposed a theory which holds that principles of fundamental problems of economic developments are non-economic. He emphasized the role of expectations, social sanctions and cultural values as key elements to determine the supply of entrepreneurs. He did not consider the entrepreneur as being deviant or super normal individual, but rather as a representation of society’s model personality. In this model, the prevailing child rearing practices and schooling were common to a given cultural mould personality. The individual performance of an entrepreneur is generally influenced by three major factors (a) her own attitude towards her occupation (b) the role expectations held by the sanctioning groups and (c) the operational requirements of the job.

1.3.3.3 Young’s Theory

Frank Young proposed a theory in the year 1971 and it shares a commonality with Cochran’s theory in the context of unimportance of personality factors, but does not focus on values and society wide phenomena like Cochran theory. Young’s theory focuses on the inter group relations and incorporation of reactive sub-groups in society.

1.3.4 Contemporary Approaches on Entrepreneurship

The two most common approaches used to identify the characteristics of entrepreneurs are the trait and the demographic approach. In the trait approach, the entrepreneurship is assumed to be a particular personality type whose characteristics are keys to explaining entrepreneurship as phenomenon. In the second approach, demographic information is used to arrive at profile of a typical entrepreneur assuming that people with similar backgrounds possess similar underlying stable characteristics.
1.4 Concept of Woman Entrepreneur

A woman entrepreneur is a person, who is an enterprising individual with an eye for opportunities and clever vision, commercial insight with tremendous perseverance and above all a person, who is willing to take risks with the unknown because of the adventurous spirit of her. Women Entrepreneurs represent a group of women who have broken a wall from the beaten track for exploring new avenues of economic participation. F. H. Knight describes that the entrepreneurs are a specialized group of people who bear risks and deal with uncertainty. The similar kind of risk taken by a woman to initiate her business, sustaining it and successfully running it by contributing to the nation’s economic development in the form of capital generation, improvement in per capita income and balanced regional development, makes her the real ‘undertaker of the business’ and a successful woman entrepreneur\(^9\). Schumpeter (1967) describes, the entrepreneur is one who introduces something new into the economy\(^10\). In Indian context, entrepreneur is more an adapter or initiator than a true innovator. Therefore, any women who initiates, innovates or adapts an economic activity may be called a woman entrepreneur.

Government of India define, a woman entrepreneur as, “an enterprise owned, controlled by a woman having a minimum of financial interest of 51 per cent of capital and giving at least 51 per cent of employment generated in the enterprise to women”. It is estimated that presently women entrepreneurs are about 10 per cent of the total entrepreneurs in India. It is also clear that this percentage is growing every year. If prevailing trends continue, it is not unlikely that in another five years, women will comprise 20 per cent of the entrepreneurial force in India\(^11\).

1.5 Women Entrepreneurship in India

The country has undergone tremendous changes and has experienced higher rate of growth in terms of economy, industry and sophisticated technology. The
increasing educational facilities, industrialization, the effective new economic policy, positive approaches of government, the availability of financial, entrepreneurship development, training facility resources and changing of the socio-economic and political environment encouraged women to enter into the entrepreneurial activity. The number is going to grow tremendously in the forthcoming years. In India, numerically, women are almost in equal numbers to men and participating in all the fields of activity, including male-dominated business. In early 1970’s women entrepreneurs were neglected and were not given much importance in economy. Initially, women who entered into entrepreneurial activity were mainly involved in traditional items like making handicrafts, food processing and production of food products. In 1975, after the declaration of ‘International Women’s Year’, the approach towards women entrepreneur began to change, on realizing the increasingly leading role of the women entrepreneurs in the development of economy and the nation.

Participation of women as industrial entrepreneurs is a comparatively recent phenomenon, commencing from 1970’s onwards. There were more than, 2,95,681 women entrepreneurs claiming 11.02% of the total entrepreneurs in India during 1995-96. This is almost double the percentage of women (5.2%) among the total population of self-employed in the year 1981. From this a majority of people were concentrated in low paid, low-skilled, low-technology and low productive job in rural and unorganised sectors. During the Eighth Five Year Plan (1992-97), the number of Small Scale Industries is expected to rise from 1.7 million to 2.5 million, by adding 0.8 million in the 5 year period of 1.60 lakhs every year. The rough estimate shows that amongst the small scale industrial entrepreneurs approximately 9% are women entrepreneurs. Considering the trend, women participation in another five years is likely to rise 20%, raising the number of women entrepreneurs to about 5 Lakhs. Therefore, one can aim at developing at least 3.5 lakhs women entrepreneurs during eighth Five Year Plan through training and other developmental efforts. The present
rate of 30% success in Entrepreneurship Development Programmes (EDP) is likely to
go up to 45% with growing experience and follow up\textsuperscript{45}.

With the objective of promoting women entrepreneurs, SIDO (Small Industries
Development Organization) organizes Entrepreneurs development programmes,
Management development programmes, Skill development programmes, etc., to
provide training and technical schemes for setting up of Small Scale Industrial (SSI)
units. A considerable number of programmes are in operation with an objective of
economically empowering the women. The CSO (Central Statistics Office) survey of
manufacturing enterprises conducted in 1994-95 revealed that 15% of the total
enterprises in the country were women-owned enterprises and out of which 77% were
situated in rural areas. The survey further revealed that women entrepreneurs had been
undertaking activities in almost all industry groups. The third All India Census of Small
Scale Industries (2001-2002) exposed that 10.11% of the total small scale industrial
units were owned by women entrepreneurs. The report further states that 9.5% of the
total units were managed by women entrepreneurs\textsuperscript{46}.

1.6 Economic and Social Status of Women Entrepreneurs in India

The role of women is undergoing a radical transformation in the modern
society. These days, women are playing a vital role in socio-economic development of
the country. In the developing countries like India, marriage is the only career for most
of the women\textsuperscript{47}. But the women can play a major role in developing the economy and
can participate in all stages of country’s growth. They have been acting as invisible
contributors to the production process. Women were endowed with entrepreneurial
skill, particularly in business but unfortunately women’s status in the society was not
satisfactory and the credit facilities were not extended to women. Most of the women
are uneducated and they depend upon their husband and parents to fulfil daily needs.
Mainly, because of these reasons, women did not enter into business. Entrepreneurship
provides economic independence and social status to rural and urban women and ultimately, it leads to future economic prosperity of the nation.

A large number of Micro, Small scale and Cottage Industries have been identified where women entrepreneurs play an important role. The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The number of women entrepreneurs had grown over a period of time, especially in the 1990s\textsuperscript{48}. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating a sizable employment for others and setting the trend for other women entrepreneurs in the organized sectors. While women entrepreneurs have established their potential, they can achieve their goal and fulfil their needs. In order to harness their potential and development, it is necessary to formulate appropriate strategies for stimulating, supporting and sustaining their efforts in this direction and in such a strategy needs to be in equivalence with field realities and it should especially take cognizance of the problems women entrepreneurs face within the existing system.

Women entrepreneurs are motivated by several factors such as the family and education backgrounds and the desire to do something independently and may be grouped under ‘pull factor’ and ‘push factor’\textsuperscript{49}. Pull factor refers to the urge in women to undertake a venture with an inclination to start a business. Push factor refers to women entering business driven by financial needs due to family circumstances, except women from upper and middle classes i.e. the women from economically lower classes have worked on farms and also taken to other occupations involving physical work.

1.7 Need for Women Entrepreneurship

Woman entrepreneur is entitled to necessary backup support from specialized and experienced persons. The need of providing proper environment for entrepreneurship is of vital importance. Adequate training will help to develop
desirable qualities to the women entrepreneurs. To change the social and economic structure of our country and to uplift the society through women, awareness and emphasis are needed on entrepreneurial development.

Human resources, both men and women of working age constitute the main strength of economic development of a nation. Women play an important segment of the labour force and the economic role played by them cannot be isolated from the framework of development. The role and degree of integration of women in economic development is always an indicator of women’s economic independence and social status. Soundara Pandian in 1999 quotes the words of Pundit Jawaharlal Nehru – “When women move forward, family moves, then village moves and then nation moves”\textsuperscript{50}. Employment gives economic independence to women. Economic independence paves the way for social status. Moreover, women have become an integral part of the industrialized society. A woman must supplement the income of the family through whatever skill she possesses or acquired. The present inflationary pressures warrant women to join the male members of the family for securing substantial livelihood.

According to Rani (1996) entrepreneurship seems to be ideal for women seeking participation and economic development in the country because of certain factors. Emergence of entrepreneurship is considered to be closely linked to social, cultural, religious and psychological variables\textsuperscript{51}.

1.8 **Types of Women Entrepreneurs in India**

According to J.A. Schumpeter, “Woman who innovates, imitates, or adopts a business activity is called woman entrepreneur”. Thus women entrepreneurs are those women who initiate, organize and operate business enterprise and want to prove their mettle in innovative and competitive jobs\textsuperscript{52}.

Women entrepreneurs in India have been broadly classified into the following categories.
• Affluent entrepreneurs
• Pull factors
• Push factors
• Self-employed entrepreneurs
• Rural entrepreneurs

1.8.1 Affluent Entrepreneurs

Affluent women entrepreneurs are those entrepreneurs who have come from the rich business family backgrounds. They are the daughters, daughter-in-laws, sisters, sister-in-laws and wives of affluent people in the society. Many of them are engaged in beauty parlour, interior decoration, book publishing, film distribution, etc. The Family supports the above type of entrepreneurs in carrying out their responsibilities.

1.8.2 Pull Factors

Pull factors are those in which women entrepreneurs take up entrepreneurship in order to do something new and to be economically independent. They belong to the educated women who generally have small and medium enterprise where the risk factor is low. Under this category, women usually start service centres like schools, catering service centres, restaurants, grocery shops, etc.

1.8.3 Push Factors

Push factors are those who accept entrepreneurial activities in order to overcome the financial difficulties. The family situation makes them either to develop existing family business or to start a new enterprise in order to improve the economic situation of the family.

1.8.4 Self-Employed Entrepreneur

Poor women in the villages depend greatly on their own efforts in order to sustain their life. They start tiny and small enterprises like brooms making, wax candle
making, providing tea and coffee to offices, ironing of clothes, knitting work, tailoring firm, etc. Such women are called self-employed entrepreneurs.

1.8.5 Rural Entrepreneurs

Women in rural areas or villages start their enterprise which requires least organizing skills and less risk. Dairy products, pickles, fruit juices, pappads and jaggery making, etc., fall under this category of rural entrepreneurs.

1.9 Opportunities for Women Entrepreneurs in India

The following opportunities are provided for the women entrepreneurs:

- Free entry into world trade.
- Improved risk taking ability.
- Withdrawal of government restrictions.
- Technology and inventions spread into the world.
- Encouragement to innovations and inventions.
- Promotion of healthy competitions among nations.
- Consideration of increase in government assistance for international trade.
- Establishment of other national and international institutes to support business among nations of the world.
- Benefits of specialization.
- Social and cultural development.

1.10 Organisations supporting Women Entrepreneurship in India

National Resource Centre for Women (NRCW)

An autonomous body set up under the National Commission for Women Act, 1990 to orient and sensitise policy planners towards women’s issues, facilitating leadership training and creating a national database in the field of women’s development.
Women’s India Trust (WIT)

WIT is a charitable organisation established in 1968 to develop skills of women to earn a regular income by providing training and employment opportunities to the needy and unskilled women of all communities in and around Mumbai.

Women Development Corporation (WDC)

WDCs were set up in 1986 to create sustained income-generating activities for women to provide better employment avenues for women so as to make them economically independent and self-reliant.

Development of Women and Children in Urban Area (DWCUA)

DWCUA was introduced in 1997 to organise the urban poor among women in socio-economic, self-employment activity groups with the dual objective of providing self-employment opportunities and social strength to them.

Association of Women Entrepreneurs of Karnataka (AWAKE)

AWAKE was constituted by a team of women entrepreneurs in Bangalore with a view to helping other women in different ways viz., to prepare project report, to secure finance, to choose and use a product, to deal with bureaucratic hassles, to tackle labour problems, etc.

Working Women’s Forum (WWF)

WWF was founded in Chennai for the development of poor working women, to rescue petty traders from the clutches of middlemen and to make them confident entrepreneurs in their own right. The beneficiaries are fisher women, lace makers, beedi makers, landless women, labourers and agarbathi workers, etc.
Association of Women Entrepreneurs of Small Scale Industries (AWESSI)

It was founded in Ambattur located in Chennai metropolitan city in the year 1984 to promote, protect and encourage women entrepreneurs and their interests in South India to seek work and co-operate with the central and state government services and other government agencies and to promote measures for the furtherance and protection of small-scale industries operated by women entrepreneurs.

Women’s Occupational Training Directorate

Women’s Occupational Training Directorate is organizing regular skill training courses at basic, middle and other advanced levels. There are 10 Regional Vocational Training Institutes (RVTIs) in different parts of the country, besides a National Vocational Training Institute (NVTI) located at Noida.

Aid the Weaker Trust (ATWT)

‘Aid the weaker trust’ was started and constituted in Bangalore by a group of activists to impart training to women in printing and it is the only training centre available in Asian countries. It provides several benefits to the women entrepreneurs of all over Karnataka by means of economic assistance and equips girls with expertise in various aspects of printing and building up self-confidence level.

Self Employed Women’s Association (SEWA)

Self Employed Women’s Association (SEWA) is a trade union, registered in 1972. This organisation supports poor self-employed women workers. SEWA’s main goals are to organize women workers to obtain full employment and self-reliance.

Women Entrepreneurship of Maharashtra (WIMA)

Women Entrepreneurship of Maharashtra was started at Pune in the year 1985 to provide a forum for members and to help them to sell their products. It also provides training to its members and it also established industrial estates in New Mumbai.
Self- Help Group (SHG)

Associations of women, constituted mainly for the purpose of uplifting the women belonging to the Below Poverty Line (BPL) categories to the Above Poverty Line (APL) category. The major activities of these groups are income generation programmes, informal banking, credit, unions, health, nutritional programmes, etc.

The National Resource Centre for Women (NRCW)

An autonomous body set up to orient and sensitise policy planners towards women’s issues, facilitating leadership training and creating a national database in the field of women’s development.

Women Development Cells (WDC)

In order to streamline gender development in banking and the focused attention on coverage of women by bank, one of the government financial institutions, NABARD (National Bank for Agriculture and Rural Development) has been supporting and setting up of Women Development Cells (WDCs) in regional rural banks and cooperative banks.

1.11 Financial Institutions Assisting Women Entrepreneurship in India

For the past several years, financial institutions have been playing a pivotal role in financial assistance and consultancy services to women entrepreneurs. These institutions include:

i) National Small Industries Corporation (NSIC), All-India Development Banks (AIDBs) like IDBI (Industrial Development Bank of India), IFCI (Industrial Financial Corporation of India), ICICI (The Industrial Credit and Investment Corporation of India Limited), IIBI (Industrial Investment Bank of India), IDFC
(Infrastructure Development Finance Company) and SIDBI (Small Industries Development Bank of India).

ii) Specialised Financial Institutions (SFIs), viz. Exim Bank and NABARD,

iii) Investment Institutions, viz., LIC, GIC, NIC, NIA, OIC, UII and UTI,

Regional/State-Level Institutions, viz., NEDFI, SIDCs and SFCs,

iv) Commercial Banks, Co-operative Banks, etc.

1.12 Organizations Supporting Women Entrepreneurship in Tamil Nadu

The Integrated Women Development Institute

This institute was started in the year 1989 to uplift women and girl children from the distressing situations which they encounter. By setting up income generating programmes for deserving women to become self-employed it provides self-confidence and financial independency.

Tamil Nadu Women Development Corporation Ltd.

The Corporation was set up on December 9, 1983 under the Companies Act (1956) to focus on empowerment of women and encourage entrepreneurship among women. The main purpose of this Act is to identify trade and industries suitable for women, to undertake marketing activities for products manufactured by women and encourage women to form Self Help Groups by providing training and extending credit facilities.

Women Entrepreneurship Promotional Association (WEPA)

WEPA functioning in Chennai is an association of women entrepreneurs, providing training to women in various fields. This association also conducts exhibitions for their members and assists in marketing of the products.
Marketing Organisation of Women Entrepreneurs (MOOWES)

MOOWES provides comprehensive support to women entrepreneurs to achieve success in the business. The main aim is to aid women in marketing their products through exhibitions and thus providing an opportunity to arrange for a tour across the country.

1.13 Financial Institutions Assisting Women Entrepreneurship in Tamil Nadu

- Tamil Nadu Industrial Cooperative Bank Limited
- Tamil Nadu Industrial Investment Corporation (TIIC)
- Tamil Nadu Adi Dravidar Housing Development Corporation (TAHDCO)
- Regional Rural Banks, Public and Private Sector Banks, etc.

Providing financial assistance to women entrepreneurs is an ultimate task in the development of women entrepreneurs. In Tamil Nadu there are 36 specialised SSI commercial bank branches functioning in different places to help women entrepreneurs. Some banks (e.g. Indian Overseas Bank, Egmore at Chennai) have a Mahila branch which is meant mainly for women and managed by women.

1.14 Women Entrepreneurship and Achievement Motivation

1.14.1 Women Entrepreneurship

Women Entrepreneurship is the ability to perceive an opportunity, the foresight to see scope for its exploitation, courage to undertake a task and to take risks in the process of transformation.

There is no difference between entrepreneurship and self-employment. An entrepreneur works for herself, sets a goal or target and enjoys the satisfaction after achieving the target set by her. Major motivations that influence entrepreneurs are
To be independent
To utilize herself
To offer a fair trial of her own talent and skill
To do something unique or outstanding
To gain an economic reward

The risk reward factor is a necessary factor contributing to entrepreneurial success. A study by United States Small Business Administration reveals that a total of five characteristics of an entrepreneur are as follows

a. Drive to relentlessly pursue success in spite of having to work long hours and high stress facing endless Challenges along the way.

b. Mental acumen manifested in the entrepreneur’s creativity, crucial thinking, analytical abilities and originality.

c. Aptitude for human relations necessary to motivate employees, selling to customers, to negotiate with suppliers and convince lenders.

d. Communication skills necessary to enforce effective bi-directional communication whereby ideas and visions are made clear and explicit.

e. Technical ability and strategic management skills to foresee long run and short run implications of critical business decisions, to know own standard weaknesses as well as competitors.

In addition to the above, a study of the U.S. Small Business Administration has revealed one more vital characteristic is success of the small enterprise depends on originality of ideas and opportunism. Small entrepreneurs enhance to flexibility and adaptability of economy because individuals move faster than large enterprises. They
speed up commercialization process by turning new ideas into new products and services leading to economic dynamism.

1.14.2 Achievement and Motivation

In 1960s, McClelland D.C. in his book, “The Achieving Society” has portrayed as an achievement motivated person (achievement motivated person) with nine characteristics as follows:

1. An achievement motivated person likes to take personal responsibility.
2. An achievement motivated person likes to take moderate risk.
3. An achievement motivated person wants to know the results of his efforts.
4. An achievement motivated person tends to persist in the face of adversity.
5. An achievement motivated person tends to be innovative.
6. An achievement motivated person demonstrates interpersonal competence.
7. An achievement motivated person is oriented towards the future.
8. An achievement motivated person tends to be mobile.
9. An achievement motivated person is not completely content.

Mr. McClelland, a well known behavioural scientist, covered three countries such as India, Malawi and Ecuador under his research project. The major findings of the research are identification of a set of entrepreneurial competencies or characteristics that lead to superior performance. The basic components of entrepreneurial competencies as identified are knowledge, skill, traits and motives.

An entrepreneur needs to translate knowledge into action by dint of their skills because knowledge as well as skills is required to perform a task effectively. Personal dream improving their own performance and competing against a standard of excellence are identified by McClelland as an achievement motivated person (achievement motivated person). A trait includes thought and psychomotor activities related to a general category of events. A person with trait encounters problems in any aspect of life takes an initiative to solve the problem. Therefore, in order to perform any task including
launch of an industrial venture or any business enterprise and managing it successfully, a person needs a set of knowledge, skill and motivation factors.

1.15 Role and Importance of Women Entrepreneurship

Women entrepreneurs always wanted to fabricate the best input to attain excellence of opportunity in various directions which are unique over the time and among societies. Women entrepreneurship enables to invest the small capital resources and with existing skills of women and it helps them to utilize the entire capital and also mobilize the female human potentials. Entrepreneurship is suitable to women and it is possible to do work when she finds time to perform. The self employed woman has no restrictions and time bound work which makes it easy for her to manage the responsibilities such as home maintenance and child care. On the other hand, it is convenient for her to be in control of a small business and this working pattern in her business suits her and she can play a dual role. In recent years, women entrepreneurs have their own thoughts, are self-assured, able to withstand all risks and they are efficient managers. In spite of dual responsibilities, many women plan their future in a wise manner and succeed by fulfilling the dual roles. By continuous study and exploring of the world of science and culture, she can perform intellectually and become a better organizer to help and promote the economic growth. Blessed with these qualities and creative urges women can contribute significantly to economic productivity of the nation. They can take part in leadership to bring out ethics in business, human welfare and socio-economic relation, which make this world the better place to live in.

1.16 Scope of the study

“Women in Enterprises” is considered a recent phenomenon in India. Women are increasingly seeking entrepreneurship as an avenue for economic growth. As education reached every individual and forced to earn money to fulfil their daily needs
through employment opportunities by choosing either in wage payment or self-employment or entrepreneurial careers. The government and the semi-government organisations are playing an important role in mobilising women to become entrepreneurs through different programmes and the number of women enterprises keep on increasing and is expected to increase substantially. However, women with physical disability are another hindrance to make an entry into business ownership. The traditional, conservative, hesitant in support, orthodox Indian society may be the causes for this kind of obstacle. The process of breaking many of these chains has been rather slow, although changes have started as far as women in economic development is concerned. They enter into next level in setting up and managing business in a fairly great number has ‘graduated’ out of the initial phase of going out of the home to work for someone. Self-employment has been a noticeable phenomenon in the emergence of new women entrepreneurs and many of them not only own a small business but also have set an up manufacturing enterprise which is the ultimate end in the entrepreneurship movement. This kind of optimistic characters of women reveals that they can be successful entrepreneurs as men in business and industry.

The misconceptions, apprehensions and suspicious sense of the society about women entrepreneurs in business and industry lead to dampen their interest on entrepreneurship. The dearth of documentation, information and publications about women entrepreneurs has allowed the formation of a stereotyped image of women in business to persist into next level. The negative contemplation about women’s capability to set up an industrial enterprise and often question their involvement and fear of failure, loss of investment and lack of confidence are the major factors which resist the women enter into the male-dominated business environment. Despite these numerous barriers and tangible obstacles, women are, today entering into the business in increasing numbers, what make their arrival as well as achievements even more significant and commendable. The present scenario of women entrepreneur needs
encouragement and support from everyone concerned with the progress of the nation and the world economy.

Many research studies have been done on entrepreneurship but the studies on women entrepreneurs is considerably less in number. A huge data are available on challenges, motivation and success of men but only a very few data are available about women entrepreneurs. Indian women entrepreneurship is a recent topic which started only after 1970’s with the introduction of the women’s decade (1975-85) and most of the data are collected in the late 80’s. Hence, research and information about women entrepreneurs are new as well as limited in numbers, especially the pioneering work done by certain institutions engaged in the promotion of entrepreneurship. Hence, there is a need for a study to expose and record the motivation, challenges and success factors of women entrepreneurs, especially in the environment prevailing in the traditional city, Chennai.

1.17 Statement of Problem

Entrepreneurship as one of the important factors of industrialization plays an important role in the economic revolution of developing countries like India. Women’s skills, knowledge and abilities will help them perform business in tremendous and successful way. According to World Bank, investing more in business of women rather than men leads to greater development of a nation. Empowering women in entrepreneurship leads to break the inequalities and reduces poverty. Entrepreneurship plays a chief role in developing society of a fast developing country like India. Nowadays it has been realized that enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of “Job seekers” to “Job givers”.

Indian Government has introduced the policy measures to promote the status and the level of women entrepreneurs in the country which cause the population of
women-owned enterprises in India, but despite government efforts, substantial growth could not be achieved. Even after 66 years on independence, women in India are struggling for entrepreneurial autonomy and this is the main reason for entrepreneurial resources have not been widely recognized in India. The state of Tamil Nadu is the industrially developing area in which some of the entrepreneurs excel in small scale industry. Even though the government organizes for women various associations, they are not showing much interest to undertake the business. As compared to men, women are less motivated to start business units due to some unfounded fear, lack of motivation and so on.

Hence, today’s scenario of developing nation like India, the growth of women entrepreneurship is very crucial for economic and social growth of the country. It is very essential to know the basis for women entrepreneurship and major motivators for their success and various challenges faced by women in journey of entrepreneurship.

Keeping in outlook the above facts, the topic entitled “A Study on Motivation, Challenges and Success Factors of Women Entrepreneurs in Chennai” was selected by the researcher.

1.18 Objectives of present Investigation

Considering the hypothetical framework, the following objectives are to be achieved.

- To survey the socio-economic background of women entrepreneurs in Chennai.
- To analyse the various motivational factors responsible for women entrepreneurs to start up their own enterprise.
- To explore the challenges faced by women entrepreneurs in setting up and running their enterprise in Chennai.
- To study the policies, various schemes introduced by government and other supporting institutions in the promotion of women entrepreneurship.
To determine the factors responsible for success of women entrepreneurs in Chennai.

To provide valuable recommendations for the development of women entrepreneurs is the core objective of the present investigation.

1.19 Justification of the study

In recent days, women have not only stepped into employment, but have also engrossed as professionals and executives in many areas. The gender discrimination is disappearing and women are allowed to perform almost all the field starting from the family to society. With this background, their entry into fiercely competitive business world has a great challenge. Thus, a study on women entrepreneurs will throw light on their status and problems in particular. This research will be helpful to know about the government officials, policy makers and other government and non-governmental agencies which are functioning for the development of women entrepreneurship. In addition to this, it will be helpful for women entrepreneurs to motivate themselves for developing their business into successful enterprises.

1.20 Justification of Variables

The present study on motivation, challenges and success factors of women entrepreneurs are justified with the following dependent and independent variables.

1.20.1 Dependent Variable

- Self-satisfaction
- Level of Success in Entrepreneurship

The above factor is influenced by various aspects of women entrepreneurs. The values may vary and transform depending on other factors. It is being dependent on other variables selected as dependent variables for this study.
An entrepreneur will get the Self-satisfaction and Level of success in entrepreneurship depending on the co-operation received from the family members, the availability of skilled and trained workers and the demand for product which they produce, competition faced and lot of other factors. If two entrepreneurs getting the same facilities and market may not be equally satisfied and success rate solely depends on other influencing factors. Therefore, self-satisfaction and Level of success in entrepreneurship in their business venture depends on other demographical factors.

1.20.2 Independent Variables

- Motivation
- Family Support
- Challenges
- Backwardness
- Perception about supporting agencies
- Perceived success factor

Motivation

The major motivational factors of women entrepreneurs to engage in business, are providing an effective entrepreneurial training programmes, previous experience in employment, frustration in previous job, encouragement from family members, friends and relatives which are considered as important need for achievement and it reduces poverty and also transforms the deteriorating economic condition of a country. As a consequence, motivation factor influences the women entrepreneurs work to a great extent and this is the main cause of its selection as an independent variable for the present investigation.

Family Support

The family support also has a close association with success and the majority of women entered into the entrepreneurial field by contribution of family like investment,
project planning, guiding, client gathering, moral support, technical and marketing assistance and managerial consultancy also determine the success of the women entrepreneur in their enterprise. Therefore, family contribution is chosen as an independent variable for the study on women entrepreneurs.

**Challenges**

Lack of access to finance, combining family and work-life, competition and customers complaints, working space, lack of equipment and skilled labour, access to raw materials, lack of appropriate skills, lack of access to market and lack of family support etc., are the challenges faced by women entrepreneurs that are pushed into business. The level of challenges overcome by the entrepreneur may make her more competitive and confident. It also tends to influence the satisfaction and success of the women entrepreneurs. Hence, the challenge faced by women is selected as an independent variable for the present study.

**Backwardness**

Promotion of women entrepreneurship is hindered by certain factors of Backwardness like lack of education, knowledge and experience, dual responsibilities, male dominance, lack of domestic and community support, ignorance of opportunities, lack of motivation, shyness and inhibition, preference for traditional occupation and preference to secure jobs. They inhibit promotion of grass-root entrepreneurship among women. Hence, this study is necessary to find out how Backwardness of the entrepreneurs influences their success.

**Perception about supporting agencies**

Government and voluntary agencies have carried out many vocational training programmes for improving the socio-economic status of women in family, society and the nation. The main intention of conducting training programmes by the government has been to provide necessary infrastructure to all participants and beneficiaries of
women entrepreneurs in the stream of developmental process. From productive result of training agencies, women’s earning power is increased by several folds. Women should revolve from perceived economic liabilities into economic assets. The most important activity is to train women by using available local resources, which they were able to transfer into marketable products. The development of women’s entrepreneurship has ensured the building up of their confidence and motivation from there they can develop their own capacity to identify and overcome several constraints. Therefore, perception towards supporting agencies is selected as an independent variable for the study of women entrepreneurs.

Perceived Success Factor

The majority of people generally equate the level of potentials in sales and profit growth and perceived survival of the business as the best way to measure individual and business success. However, women-owned businesses are successful than men due to size and slow and steady growth. As a result, some women define business success from an economic viewpoint. A plenty of women entrepreneurs measure success is an economically valuable resource in a country. It states that, they are generating an income and contributing to the family, in which they experience the measure of success. Therefore, the present study incorporates perceived success factor as an independent variable.

1.21 Hypothesis

- There is a significant difference between joint and nuclear family, first and second generation, working and non-working, main and supplementary unit run by women entrepreneurs.

- There are substantial variations found among demographical variables such as age, educational qualification, religions, communities, year of experience and number of family members, total capital investment, types of business organizations, nature of
unit and total number of working employees with respect to other selective factors of women entrepreneurs.

- There is an association between demographical variables and successful entrepreneurs.

- There is a relationship between challenges faced, Backwardness, motivational factors, family contribution, perception towards supporting agencies, perceived success factor, satisfaction level and successful in entrepreneurs.

- There is a considerable variation found between mean ranks towards feel of Backwardness, challenges faced, motivation factors, perception towards supporting agencies of women entrepreneurs.

1.22 Limitation of the Study

- This study is limited to women entrepreneurs only.

- The sample consists of 530 women entrepreneurs on convenient random sampling method and it is limited to Chennai city only.

- The study is based on the perceptions of the women entrepreneurs. Their attitudes may change with the change of times. Therefore, the responses reflect their contemporary views on the prevailing conditions.

- For this, the recent study on manufacturing, trading and servicing units were taken into consideration.

- In a partnership or co-operative form of organization, only one partner or director was interviewed.

- The study covers only Chennai city. Hence, the findings of the study are entirely applicable to the above mentioned city only.
1.23 Organisation of the Thesis

Chapter – I

Introduction deals with the concepts of motivation, challenges and success factor of women entrepreneurs, Theories of Entrepreneurship, Role and Importance of Women Entrepreneurship, Scope of the study, Statement of Problem, Objectives of the study, Justification of the study, Justification of Variables, Hypothesis, Limitation of the Study.

Chapter – II

The second chapter delivers the extensive literature survey of entrepreneurship and various investigation related to status of women entrepreneurs, which force will act on women to become entrepreneurs, pull factor and push factor, factor related to women entrepreneurship, significance of women entrepreneur, characteristics, challenges, psychological barriers, motivation, development of women entrepreneurs, involvement of government, supporting agencies and financial institutions for the development of women entrepreneurship, training, attitude, success of women entrepreneurs are also discussed elaborately to identify the gaps on the literature. Various research studies conducted earlier in the field relating to the present investigation made by different authors are discussed in this chapter.

Chapter – III

This chapter provides complete information about the motivating factors of women entrepreneurs in their business venture, analysis of various policies and schemes of government and private sectors, the contribution of government and other support agencies in promoting women entrepreneurship and various challenges faced by women entrepreneurs in setting up and successful run of their enterprise.
Chapter – IV

This chapter deals about the detailed description of the research design, methodologies used, data collection, tools used, various statistical analyse and procedure followed in data and sample collection.

Chapter – V

This chapter delivers the comprehensive statistical analysis, techniques used and the results and detailed interpretation and inferences.

Chapter – VI

The summary and conclusions chapter provide overall research inferences and followed by detailed conclusion derived from the present investigation along with recommendation to the women entrepreneurs who are new to the business venture.
REFERENCE


