CHAPTER – VI

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6.1 Introduction

Having done a complete analysis, it is advisable to present the findings of the study to have continuous flow of the information on the various concerns related to women entrepreneurial activities and the variables influencing them. Based on the survey and analysis and discussions drawn from the primary data, the entire findings of the study were presented as findings based on descriptive statistics and findings based on inferential statistics.

6.2 Key findings of the Study

The findings of the study are organized in a categorized manner. Initially the results and observations of the descriptive statistics on demographic variables of respondents were presented. It is followed by the results of Chi-square test, ANOVA, Correlation, Regression analysis, Friedman test and SEM model. The sequential arrangement of the findings gives a broad view to the reader and to come to a conclusion on the labour turnover intention of women employees engaged in entrepreneurial activities.

6.3 Findings based on Descriptive Statistics

1. **Age Groups**: Age is found to be an important factor associated with the success of women entrepreneurs. It has been found that 31.3% of women entrepreneurs respondents belongs to the age group of 26-30 years, 28.5% of women entrepreneurs belongs to the age group of 31-35 years. This shows that a majority of women
6.4 Conclusion

There is a dire need for a driving force in order to energise further economic growth in the country. This research indicates that there is a strong relation between women entrepreneurial venture in the country and the country’s economic development. It also specifies the business venture by the educated women graduates, adds more value to the economy as a whole. The first generation entrepreneurs believe in hard work and risk taking and they are determined to take their business to new frontiers. They stifle competition and move ahead as successful entrepreneurs. They also practice people policies which help them in navigating the tougher entrepreneurial environment and their competitive advantage is people. Their leadership skill helps them in assessing the environment and strategizing the approach in a short span of time.

A recent survey conducted by World Bank, revealed that, the discriminatory barriers against women were removed considerably almost all contexts which generate wide opportunities for sustainable development of women enterprises. Investments in women-specific programmes can have significant knock-on effects for development, since women generally spend more of their income on the health, education and well being of their families and communities than men do this task. In the modern era, thousands of women in India are selecting to explore the exciting career of entrepreneurship and studies conducted with successful women entrepreneurs are now pointing to the fact that these women do not face problems by virtue of their gender. The prime motivating factor of women start from herself is called innate aptitude and along with status of the family, educational background and various supporting factors such as financial support, infrastructure, etc., are received from Government and non-governmental organization will act as other important motivational factor of women entrepreneurs. These motivational factors play a predominant role in the success of budding entrepreneur.
Another important milestone of active entrepreneurs should address the various challenges and problems in their enterprise by their active potential attitudes and it also evaluates the scope of their entrepreneurial skills. The most important challenges in every women entrepreneur is based on their business plan, selection of products, scope and opportunities of the specific products in market, financial supports are main concern in front of every entrepreneur. In addition to this, various complicated programmes, policies and schemes will not always be easily accessible to first generation entrepreneurs. Most of the active entrepreneurs struggle much in credit access, unaware of recent marketing technology, ways of procuring their raw materials in a cost-effective manner. Above all, most of the enterprises owned by women have combated a lot in the skilled labour scarcity which affects the overall production and profit in their business venture. Hence, women entrepreneurs must study and find the alternative ways to entrepreneurial success by overcoming these kinds of challenges and complications.

A dynamic entrepreneur will always explore new themes and implement it for further growth of their enterprise. These kinds of motivating and self-evaluating attitudes will always help to keep their product in number one place in the market. This research suggests some of the success formulae for women entrepreneurs in the following ways: They should be passionate about their business, creative and optimistic thoughts, risk taking and bearing capacities. Every women entrepreneur should develop their business skills, introducing modern technology for further growth of their enterprise, understand the market needs and always try to impress their customers and maintain good and strategic relationships. In addition to this, the most crucial needs for entrepreneurial success are team work, appreciation for good work. They should learn the marketing strategies to grab the opportunities in national and global level markets for expansion of their business. This will lead brighten their chances of success of going global.
The post-liberalization economy has brought huge opportunities to start an entrepreneurship. Technology was also on call at lower capital which simplified new process innovation and re-engineering which is being incorporated with much ease by the women entrepreneurs. These factors contributed to the success of the women entrepreneurs. However, a huge number of researches have to be carried out to identify many insights on entrepreneurial success. Further, the scope and coverage of the study would help the women employees to realize the nature of this enterprise-family conflict and that the aberration is not entirely her making, it is at best inbuilt in the situation. This research suggests that, women entrepreneurial activities at Chennai may initiate a change by introducing family-friendly work policies and practices, thereby women can enjoy the entrepreneurship advantage, so that others can follow the practice in future.
6.5 Suggestions

The following are the suggestions given by the respondents at the time of conducting the present study and based on the results of the study, this research work offers certain suggestions to women entrepreneurs to improve the chances of success in their enterprise.

1. A vast number of policies have been introduced by the Government in terms of credit, promotional, regulatory, representational policies for women entrepreneur’s development and every women entrepreneur should become aware of those policies for potential use of the same for their enterprise development.

2. Government should promote the women entrepreneurship for social and economic upliftment of women. In order to achieve this goal Government can organize various motivational seminars, conferences, exhibitions, trade fairs, etc., periodically at district level, regional and national level for motivation of women entrepreneurs.

3. All kinds of supporting institutions should offer vocational training for women which will enable them to understand the manufacturing process, marketing strategies, and profit planning and learn good managerial skills for further development of women’s interest on business venture.

4. The Most important problem to be resolved by Government is allocation of basic and mandatory infrastructure facilities including industrial estates, providing sheds, etc. This will motivate the women entrepreneurs to focus on the income-generating activities.
5. Women entrepreneurs should be educated by means of basic and entrepreneurial education like technical, technological, process related, marketing and government notifications, etc., to reach every woman entrepreneur for successful leading of their enterprise.

6. To achieve the real time success in enterprise, the determining factors are availability of raw materials, skilled labours, modern and cost effective technologies, easy marketing, continuous learning and analysis of market, etc. These are the major components for entrepreneurial success and it should be arranged by Government for the betterment of women as well as for growth of country’s economy.

6.6 Scope for further Research

This research work has focused only on women entrepreneurs in Chennai city. Further study can be concentrated to the entire state or country and it can also focus both on male and female involved in the entrepreneurial activities. It can also extend the study towards other aspects such as higher self-esteem, participative management skills, competency mapping, counselling of women entrepreneurs, etc. This research mainly focused on women entrepreneurship and the same can be extended to the field of agriculture, textile and other enterprise run by women and the same study can also be taken up in male-owned enterprises.