CHAPTER - 2
REVIEW OF LITERATURE

Efforts were made to refer to maximum possible literature related to the research study. This would not only provide a picture of the studies done in this area but would also be helpful for the researcher to formulate the research design. The review of previous studies is presented in three parts: (i) review related to motivational factors (ii) review relating to problems (iii) review relating to characteristics of women entrepreneurs.

2.1 Studies on Motivational factors

One study of twenty female entrepreneurs found that their major motivations to start a business were the need to achieve, the desire to be independents, the need for job satisfaction and economic necessity (Schwartz, 1976). Apart from that, desire to control, need for achievement, to improve the financial situation, desire to be independent and the need for job satisfaction are also some notable motivating factors (Scott, 1986).

Sexton (1980) found that goals in business ownership were same in the need for achievement and independence but differ in terms of economic necessity and recognition than their male counterparts. Further, women also rated better on dealing with people.

Other studies on motivation have indicated that they may have similar motivations but need greater stimulations than their male counterparts (Briley, Gorss and Saunders, 1986). Innovativeness, risk taking propensity, flexibility and perseverance are found to have significant influence on women entrepreneurs (Nelson and Cengiz, 2005).

The factors revealed by Chandra 1991, affecting women entrepreneurs were as under–

- As far as the age of women entrepreneurs were concerned, majority was young and had all time to pursue their venture.
- Majority of the women did not belong to business families.
• Marital status in majority of cases did not interfere with the enterprise.
• Majority belonged to Hindu religion.
• 60% had taken formal training.

Singh in 1992 noted quoting the ILO study that the value of unpaid household work constituted 25.39% of the total gross national product in developing countries. The estimated money value of household services by women was 42% of the family income per annum. The formula for entrepreneurial performance PAM meant as: P is the performance, A is the ability of entrepreneurs and M is the motivation of entrepreneurs. The result of the study showed that the entrepreneurs rarely availed financial assistance, opted for non-technical guidance, had difficulty in getting raw materials and marketing and had less awareness about funding and guiding agencies. It has always been a dominating source because women even in ordinary families had started to feel increasing financial burdens and greater awareness towards their potentialities, standard of living, better education for their children etc. The husbands were observed as second most important source of motivation to women entrepreneurs in establishing new enterprises.

Desire for greater life flexibility, seeking challenges, fulfilling a long-felt desire or escaping from organizational glass ceiling are also among the motivation factors that lead women to start-up their own businesses (Lee and Rogoff, 1997).

Devi, L while studying women in food processing in 1998 in Bombay unveil the relatively invisible type of food processing. Food processing involves the use of labour to transform raw or partially processed food material into a form to ready for eating. In most cultures, women have had the major responsibility in food processing for family consumption. With the development of market economy, women have extended their household food processing activities in various ways.

Soundarapandian, 1999 illustrates functions of women entrepreneurs as to explore the prospects of starting new enterprises, undertaking of risks and the handling of economic uncertainty, introduction of innovation, coordination, administration and control, routine supervision. The type of work undertaken by women entrepreneurs were to

• Operate purely as a sub-contractor on raw materials provided by customer.
• Manufacture an item to long or short orders.
• Manufacture the item for the market directly.
Awasthy, in 2001 identified entrepreneurs on basis of records available with E.D.I. (Entrepreneurs Development Institution). Then profile of entrepreneurs was obtained through structured format. Open ended but semi structured interviews of identified entrepreneurs were conducted to elicit the process related in foundation. It was found that the overall support system consisted of family, friends and peer groups promoters of the programmes like NGO, EDI, CED, banks infrastructure agencies and the District Industries Centre.

The social factors model examines the personal background, family background, stage of career, early life experiences and growth environment (Gibb, 1993). The environmental factors, on the other hand, examine factors such as value of wealth, tax reduction and indirect benefits, timing of opportunities in the career prospect and the impact of market conditions (Alstete, 2002).

In a study comparing the motivational factors among males and females, Hisrich (2002) found that disagreements with bosses with the drive to control own destiny were motivating factors for male entrepreneurs. The reasons for women however were different. Women were found to suffer job frustrations when they were not allowed to perform at the level they were capable of in their work. Hence, women were driven to entrepreneurship because of the independence and sense of achievement which entrepreneurship offers.

Rathore, 2002, described entrepreneurship in India by saying that it was not just a way to increase the level of innovation and productivity but was a way of initiating vast business of one’s contribution to the society. They further say that Indian entrepreneur has to be molded in psycho - philosophy rooted in Indian context and values. Describing women entrepreneurs, it was said that majority of them were engaged in unorganized sectors like agriculture, agro base industries, handicraft and cottage industries. Participation of women in industries was referred recently. There were more than 2, 95, 680, women entrepreneurs claiming 11.2% of the total 2.64 million entrepreneurs in India, in 1995-96 which is double than the total population of self-employed during 1981.

Rao, 2002 reported entrepreneur’s development perspective of IMA, Ahmedabad as follows—
• The record of creating entrepreneur is not too significant especially considering the fact that the institute’s primary thrust has been on creation of professional managers.

• The institute of late has recognized entrepreneurship as an area that needs great attention in teaching and research.

Dasgupta, B. in 2004 selected two industries of manufacturing and service to study the entrepreneurial motivation of 108 respondents. Five core motivations were identified with principal components method. Five core factors that emerged out of the analysis were entrepreneurial core, social core, economic core, work core and individual core. The strength of the motives was measured by using the Likert type five point rating scale. Entrepreneurial core was the strongest motivation force. The motivation to achieve, confidence in one’s talent and potential, the desire to bring about change and innovation were highly motivating factors. The social core motive was found to be stronger among males in both categories. The need for acquiring wealth was particularly low among females. Economic core dimension was also stronger in case of males relative to females in both industries.

Jaiswal, in 2004 made an attempt to identify the motives responsible for their entrepreneurial initiation and choice of their line of trade. The data were collected by personal interview of 113 women entrepreneurs of Vadodara selected by snowball sampling. The major findings of the study highlighted that the motive ‘economic independence’ ranked first among the respondents for their entry in to entrepreneurship, followed by “utilization of skill” and “to exercise creativity” subsequently. The “achievement in life”, “independence”, and “earning profit” were the strongest motives stated by them in the priority order.

Chavda and Rachachh in 2004 pointed out that women constitute almost fifty percent of the human resource of our country. They have been assigned multiple roles, from house to society. They toil endlessly fulfilling economic contribution but much of their work has been described as invisible.

A research by Kanani and his team in 2004 attempted to show how entrepreneurship growth can be accelerated. The experimentation had amply demonstrated that entrepreneurship can be developed through planned experimental
learning. Such planned efforts may require integration of stimulatory, supportive and sustaining activities. Functional learning had been accepted and found very effective intervention in motivating and developing entrepreneurial qualities, capabilities and abilities for enterprise launching.

Kanani, once again in 2004 studied empowerment of rural women by entrepreneurship development. It was highlighted that it was worthwhile to inculcate the empowerment of rural women through the agriculture based entrepreneurs. He found that for the development of entrepreneurship, it was important to identify technically feasible and economically viable agro based industries. Technological support measures in policy, finance infrastructure maybe given by promotional agencies at national and state level.

Mehta, in 2004 reported that entrepreneurship was the propensity of mind to take calculated risks with sense to achieve a pre-determined business or industrial objective. It was the risk taking ability of individual, broadly coupled with decision making.

Mattu, in 2004 noted that women entrepreneurs are spreading their wings to higher levels, namely engineering, electronics, business and energy. Today, no field is unapproachable to trained and determined modern Indian women. But still it cannot be said that the women entrepreneurship movement has taken off full ground and it was felt that the movement was still in a transition period. Commercialization and modernization of economy have gradually eliminated their inhibitions in taking up odd jobs. Change in attitudes has thus enabled them to find ways of supplementing their family income. As a result, a section of urban women has emerged as potential entrepreneurs.

Patel, S. in 2004 found that women entrepreneurs operated in diverse economic and socio-political environment and therefore, they had diverse needs. It was further said that although some women successfully operated growth oriented enterprise and had enjoyed some advantages in certain female preferred sectors, they faced a range of interlinked and mutually reinforcing gender constraints at the household and institutional levels. It was found that majority of women began their enterprise to cope with rising cost of household subsistence. These women were locked into low investment, low growth and low profit activities, not only because of limited markets
and enterprise opportunities in poor economics, but also due to gender inequalities. It was suggested that to overcome these problems, there was a need for training women with proper syllabus in entrepreneurship which will help them to become perfect entrepreneurs.

Yenagi in 2004 pointed out that employment of women was an index of their economic status in society. In rural areas nearly 8.5% of farm women were engaged in the activities of crop production, animal management, dairy, poultry, goat keeping, rabbit rearing, mushroom cultivation, social forestry, agro forestry, certain processing units of small scale industries and so on. She highlighted that entrepreneurship may give her a wide and viable change where she can utilize her full potential and thus become economically self-sufficient.

The main objective of project by Patil and Kshtrya, in 2004 was to develop women entrepreneurs from Vadodara. It focused on training, availing financial loans and starting their own enterprises. The trainees were exposed to inspirational lectures highlighting the benefits of entrepreneurship to consolidate their motivational levels. This was followed by lectures from experts, drawn from various organizations financial institutions and by successful entrepreneurs. Women attended the training and 15 started their own business.

Choudhary, with his team in 2005 studied globalization, women and employment. They reported that women had traditionally been exploited. Modernization is the key to change this trend. They further report that information intensive technologies result in division of jobs in terms of deskilling and up gradation. Adoption of computer, irrespective of production and office, created a dual or polarized structure of occupations. They also quote that global employment almost doubled between 1965 and 1995, bulk of the expansion being in the developing countries and more than half, the new recruit’s women.

Ghated and Shiralkar in 2005 undertook a study on empowerment achieved by women workers in unorganized sector. The objective of the study was to measure the empowerment as a result of paid work of women in unorganized sector. Indicators selected were violence due to alcoholic husband, health, her role in decision making, autonomy and authority achieved by women. Schedule was developed to measure each indicator. Responses were noted in three point rating scale. It was found that workers
were not protected against work related risk factors in spite of the rising awareness. Involvement of women in decision making in routine and policy making had increased. Women had started achieving authority but had little say in social, cultural matters. It was concluded that though the situation is oppressing women in unorganized sector were gradually achieving empowerment.

Oberi, with Kataria and Sharma studied women in dairy activities in 2005. They reported that participation of women in dairy sector was found as high as 75 million women against 15 million men. Two improved tools sickles for cutting fodder, and low height revolving stool for sitting while milking animals were designed as per the need of women. The impact of these tools was significant as these activities were most time consuming and difficult and was performed by the maximum number of women in Punjab.

Agrawal et al. (2006) studied on Motivating Slum Women for Entrepreneurship through Training. Entrepreneurship can help women’s economic independent and improve their social status. Through economic independence, women automatically get empowerment. Development of women entrepreneurship enables men to understand and appreciate women abilities. Now it is an accepted fact that entrepreneurship is not the exclusive property of those who are gifted with certain qualities by birth, rather it can be developed and acquired. The process of entrepreneurial development has three basic features; (1) Initiation (2) Development (3) Support. In Initiation phase we include creating awareness among the people about opportunities and stimulating through educational and social process. In the development phase, the thrust area for training are: motivation, developing economic insight, promoting management skills, creating confidence through direct experience and supply of information. The final phase refers to the support for establishment.

A study by Sharma, K. and Gayal, M. in 2006, studied the employment elasticity of agriculture is reducing which demands a need to expand the role of farmer/farm women from producer to entrepreneurs as processor. The present study was conducted using atonal fruits to utilize the abundant availability of this perishable fruit in the form of value added preserve products. After various trials, ten value added products were developed and standardized on the basis of sensory attributes i.e. color, flavor, appearance, texture /consistency taste and overall acceptability by expert panel
on nine point hedonic ranking scale. The total cost of the developed products was calculated on the basis of the food cost (60%). On sensory evaluation, products data revealed moderate to extreme liking among the panel members. The total cost of the products was found to economic, ranging from Rs. 20 -50 / kg. It shows that only with moderate money and technical knowledge a farm women can process the value added products and contribute nation as well as family income.

In the study from by Poland, Mizgajska (2007) confirmed that education and professional experience of women were decisive in prioritizing by them the external and internal factors which impacted the decision of setting up a company. The study showed that a significant factor influencing company growth and company performance was training courses.

Acharya, M. 2007 studied on Advances in researches in Home Science, especially in Entrepreneurship Development She too asserted that entrepreneurs were not born but through education, and proper training, they can be groomed. Entrepreneurship provided an opportunity to women to solve many economic problems at macro and micro levels. It helped elevate position of women in society, developed economic independence and boosted self-esteem.

Deshpande and Sethi (2009) in their study concluded that because of attitude change, diverted conservative mindset of society to modern one, daring and risk-taking abilities of women, support and cooperation by society members, changes and relaxations in government policies, granting various upliftment schemes to women entrepreneurs etc. the percentage of women participation in the field of entrepreneurship is increasing at a considerable rate.

A study by Okafor and Amalu (2010) reveled that positive relationship exists between motivational factors and women entrepreneurial challenges.

Jesurajan and Gnanadhas (2011) in their study revealed that husbands/fathers were the main motivators for taking up entrepreneurship. So motivation of husbands/fathers/family members would certainly prove to be fruitful. Once they get convinced about significance of women entrepreneurship then their attitude will change, their roles and expectations will change and they will provide moral support, necessary guidance and help as needed.
2.2 Studies on Problems of Women Entrepreneurs

A study by Sinha, in 1987 had employed a sample of 280 housewives in Patna who were also mothers. The results revealed that the working housewives in general were suffering from role conflict more than unemployed housewives. Working women perceived more conflicting role expectations. This was found due to absence of proper care of the family as well as job resulting into more grievances. They were also suffering from more intra individual conflict and their husband’s attitude towards their job was often unfavorable. The results further revealed that the working wives were more burdened with than non-working housewives.

A case study of middle class women was reported by Dak in 1988. She had to plan the expenses. Before the salary came in hand nothing was left for pocket expenses. She could not afford wearing different saris. On the contrary she was so much burdened with work at home and office that she had no time to look at mirror. She used to come to office shabbily dressed and nobody cared for her. She has no complaints about others’ behavior in the office. But at times she felt bad about her condition; got depressed and cursed her fate. She had lost enthusiasm for life even though she wanted to lead a happy life.

Purihit and Palker in 1996 studied problems of women in unconventional careers. They reported that urban work force constituted 15.2 % females, Women constitute 2.3% share of technical and professional occupations and 0.1% share of administrative and managerial occupations, 50 % of respondents worked with public institution and 39.39 % worked with private institutions, 19.7% were professionals, 65.15% were servicing, 9.09 % were business women and 6.06 % were engaged in social service, 36.36 % chose the career due to self-determination, 3.03% out of social economic reasons, 37.88% due to better career prospects and 31.82 % to prove challenge, For 56.06 % their self was motivational force whereas for 40.91 % and 18.18 %, parents and husband/in-laws were motivational forces respectively.

Sundaram, in 1998 reported case studies of eight women who owned enterprise. The reasons for starting the enterprise were reported as: limited opportunities as an employee, daughter needed a service which was nonexistent, no prospect for growth in jobs, profit using ideas, loved craft and used contacts job in bank-wanted to get in to designing business, desire for large architectural firm and desire to build a high profit
business. The strategies used were pointed out as-

- Focused on a niche, personalized approach to customers, close contact with developers.
- Stress on stable customer base, quality service, controls costs.
- Created growth in declining business through innovative service, good cost control.
- Own skill in purchasing unique items, discounts on purchasing, gives credit to supplier, does supervision.
- Educated customers, developed stable/small clientele, personalized service.
- Individualized quality service, stable, loyal, niche, aggressive.
- Problem solving approach, perfectionism.
- Customization of service marketing strategies.

Soundarpandian, 1999 suggested that for entrepreneurship development in India, there was a greater need to emphasize on research relating to process and enhancement of entrepreneurship. The problems of women entrepreneur are listed as, Stiff competition from male entrepreneurs, High price of raw materials required, Financial constraints, Managerial constraints, Technical difficulties, Low ability to bear risks, Low level of favorable family background, Lack of entrepreneurial initiative.

Soundarapanadian, 1999 conducted a study of women entrepreneurs in Chennai. A few characters in their social status were inevitable and described as, psychological dependency of business women on their family members in decision making, lack of interest and proper exposure to the things leading to run enterprises with binomial names of women, lack of proper training, not involving in innovative ventures, inability to distinguish entrepreneurial functions from management.

Yadav, while studying women entrepreneurs of Saurashtra region in 1999 found that 50 % women entrepreneurs were managing their business successfully. None of them utilized 100 % production capacity. It was found that education; religion, age and marital status had significant impact on entrepreneurship. 90 % of the women responded that it was very difficult to start and manage the business venture as a woman independently. Other problems reported by them were related to financing and marketing. Lack of training was also one of the major constraints and the respondent
suggested setting up of mobile training centers.

Rao, 2002 researched on problems of the women entrepreneurs. They classified the problems into personal, social and economic categories. Lack of experience, lack of business exposure, and conservative attitude towards risk were reported to be personal problems. Among social problems was male domination, unwritten rules of society and family responsibilities. Lack of economic power, no right over property, dependence on male members on banking and such others were the economic problems faced by women entrepreneurs.

Rao, 2002 studied the problems of women entrepreneurs in Chennai. Among the socio- personal problems, 70% faced lack of family and community support. 60% had managerial experience. Production problem in the form of availability of land, plots and premises was faced by 70% respondents. Lack of knowledge about marketing the product was the major problem faced by 76% of the respondents. 74% faced financial problems regarding loan and subsidy whereas inadequate government assistance was reported as problem by 70% respondents. The ranking given to problems by selected respondents was as under –

- Financial Problems
- Marketing Problems
- Production Problems
- Socio Personal Problems
- Problems of Government assistance
- Managerial Problems

Rao, 2002 studied role of women entrepreneurship in economic development in Visakhapatnam. It was found that women ventured with support from government and voluntary organizations. It was shown that substantial number of women entrepreneurs came forward and were successfully running a variety of enterprises like toy making, basket making, handy crafts, etc. In spite of efforts by the government, it was found that rate of growth of entrepreneurial activity among women in country was still limited.

Rao, 2002 studied the women entrepreneurs of Pondicherry. He found that women constituted 55% of the population and number of employed women was 49%
in Pondicherry. It was found that women had been taught to depend on others, to limit their time perspective and to avoid exposure to risk. As result of dependency and other female role prescriptions, women faced psychological barrier or lacked confidence in self.

Ganeshan (2003) conducted a study to examine the factors that promote women to take the task of entrepreneurs and identified the problems faced by women entrepreneurs over ten districts of Tamilnadu state. It was found in the study that 87 per cent of the women entrepreneurs were married, most of them coming from nuclear families having education up to school level. It was found in the study that 66 per cent of the respondents operated their business from their homes and 94.4 per cent of the enterprises were in the form of sale proprietorship. A majority of the respondents started business at small scale level. Most of women entrepreneurs feel that they face difficulty only because of women. It means that change in the attitude of the society is required. On the part of government, it is required that government should design a suitable scheme to attract women towards entrepreneurship and direct the RBI to design a special scheme for granting comprehensive financial assistance to women entrepreneurs without insisting on collateral security in the form of physical assets.

Mehta, M. in 2003 studied women working in voluntary organizations in Vadodara. She pointed out that women attempted to attain rapid economic development and thereby to improve standard of living and quality of life. A lot needs to be done to control the quality of work environment. She further reports that today the development of women is a matter of national and international concern not only from the perspective of equity and justice but also from the point of view of human resource of nearly fifty percent. Women employed in labour force, no matter what social class they belonged to, perform a great variety of tasks during the working day and also face certain job related problems due to work environment.

Managerial problems among working female headed households were studied by Mehrotra, in 2003. The sample of this research study comprised of120 working families selected through purposive random sampling procedure. It was observed that majority of the respondents from both rural and urban areas were highly affected by the general decline in financial position. A large majority, i.e., 80 % were always under constant financial stress in spite of copying strategies adopted by them. Rural families
felt that these tasks were very tiring and stressful due to the non-availability of paid help. Further, 75 % of urban and 82 % rural families were either always or sometimes affected by psychological problems.

Problems of women entrepreneurs were studied by Chhichhia, in 2004. The information was collected by questionnaire from 40 women entrepreneurs who had invested Rs 2 to 15 lakhs in their enterprises. It was found that all entrepreneurs had some or the other problem. 91 % said that there was lack of training, 79 % entrepreneurs reported that they had family responsibilities and financial pressure, 54 % said that time spent did not give worthy outcome. 35 % said that there was a need of modification from time to time. 72 % reported that they had to struggle more to survive in the market. 93 % entrepreneur did not use internet in their enterprise, 3 % had complete organized computer set up in their enterprises.

Kapadia and Barodia 2004 while studying the problems of women entrepreneurs quote that in order to improve living conditions, developing capabilities of women for self-employment had become essential. Women were often the main economic agents to ensure the survival of a poor family. Hence, women get empowered if they are led towards entrepreneurship. They also report that there were successful women entrepreneurs today heading enterprises like electronics, multimedia, garment industry and so on. They also suggested that women entrepreneurs had to face many problems.

Rao, K in 2004 conducted a survey in Rajkot and collected information by questionnaire method from 25 entrepreneurs from lower middle class. Families were grouped into three –

- Group -1 Education (Tuition and Play house)
- Group -2 Health and physique (Beauty Parlor)
- Group -3 Miscellaneous.

Survey showed that educational background was good for 28 % in group 1, 24 % in group 2 and 48 % in group 3. Age was no bar to start any enterprise. Most of the undergraduate women entrepreneurs in lower middle class had started business due to some problems like large family size or disability of male earner. Most of the women entrepreneurs in all groups had arranged their own funds, borrowing from friends or
relatives but did not approach any financial institution.

Jobanputra in 2004 highlighted those problems that followed entrepreneurs like shadow. If a women entrepreneur solves one, a few more croup. It was suggested that a successful entrepreneur has to be vigilant and work as a tactful manager.

Jindal, U. 2005 at Ludhiana studied the work related problems faced by women. The findings showed that 60.67 % respondents had no work related problems, 59.33 % had work related worries, 13.33 % had planned work according to urgency for completion of tasks. Only 14.67 % organized their work and made time plan as against 15.33 % who made no plans. 62.23 % were familiar with the supplies and equipments and 88 % knew the procedure for completing the work.

Dudi, A. and Singh, A.R. in 2006 reported case studies of Bikaner in Rajasthan. Women entrepreneurship in the developing world made a large and often unorganized contribution to their countries economic development. To improve the living standard of families, it is very important to know the existing training needs of women. The study was conducted in three backward dwellings in Bikaner city of Rajasthan. From each dwelling twenty women were selected purposively who wanted to start income generating activities as an enterprise. The data were collected with the help of structured interview schedule. Majority of respondents belonged to nuclear, medium size family, were married, educated up to middle level and had pucca house. Most of the respondents expressed need for the training in preparation of pickle, squash, cooking and bakery products. In the area of clothing and textile, need of majority of women were related to tie and dye, stitching, embroidery .Training was also needed in making soft toys and effective child rearing practice for starting crèche. In the area of family resource management training needs of majority were pot painting, flower making and utilization of waste materials to decorate home. It can thus be concluded that intensive training need for women was identified in the area of stitching which could really help them in starting of an enterprise.

Trivedi, U. 2007 studied the problems of women workforce in India. Women are making important economic contribution to the society through paid and unpaid work. Paid work means working for financial returns whereas in unpaid work no money is given. Paid work includes any kind of job done unorganized sector. Unpaid work includes survival needs of family. It can be concluded that problem of working
women needs special attention. Problem faced by women in organization sector are dual responsibilities, restrictions on movement and others. Problems faced by women in organized sector included nonpayment of wages, longer hours of work and etc.

A study by Nayyar et al. (2007) suggested that Poor location of unit, tough competition from larger and established units, and lack of transport facility, lack of rest and sleep and non-availability of raw material were the significant problems faced by entrepreneurs. The factors causable to these problems were; difficulty in affording own vehicle, not being popular, heavy schedule of work and long working hours.

Vatharkar (2012) examined the problems faced by women entrepreneurs in Pune district at various levels in their journey as entrepreneur and also found the factors motivating these women to become entrepreneur. The study found that women entrepreneurs face lots of problems at start-up as well as operating stage like, role conflict, lack of motivation, lack of finance, maintaining work life balance, discriminating treatment, understanding government rules and regulations, etc. Further, it is noted that these women entrepreneurs are both “willing” as well as “forced” entrepreneurs. For some of them factors motivating to start their own enterprise is to support family financially, while for some of them it is the urge to be economically independent.

2.3 Studies on characteristics of women entrepreneurs

Killby, in 1971 while describing Indian economy quotes that percentage ford originating in manufacturing sector in India, 14% is the median figure among 11 east and Southeast Asian countries. He also reports that family system was an important factor influencing the emergence of entrepreneurs. He said that over 40% of self-employed persons were associated with business with net worth less than Rs. 200 which in most cases is only enough to survive and that most of these persons were in business only because of forms of employment.

Rao, U. studied women working in Karnataka in 1983 and found that women formed 75 % of the total number of primary and middle school teachers in private sectors. The proportion of unskilled women was much higher in private sector with 26.82 % as compared to14.69 % in the public sector. The proportion of women in professional was 19.82 % in private sector as category as compared to 13.32 % in
public sector. The absolute number of women workers in organized sector in Karnataka showed a steady increase in the public sector as noted earlier since 1970. The number of private sector women workers had been fluctuating. The proportion of women to total worker had declined from 13.4 % in 1967 to 12.7 % in 1980.

Singh and Sengupta (1985) conducted a study on 45 women who were attending the entrepreneurial development programme held at Delhi in November-December 1983 organized by NIESBUD, FICCI and few other agencies with the objectives to determine the characteristics of women who expected to start their business and to study the motivational factors that promote the women to start their own businesses. The analysis showed that 49 percent of the women entrepreneurs were in the age range of 21-30 years and 40 per cent in the 31-40 year. It was found in the study that women entrepreneurs comprising of 24.4 per cent were postgraduates, 44.5 percent were graduates, 24.4 per cent were matriculates and only 6.7 percent had professional qualifications. As far as marital status of women entrepreneurs is concerned it was revealed in the study that 75.5 percent were married and remaining were unmarried. Information regarding family background revealed that 53.3 per cent of women entrepreneurs came from salaried class and 46.6 per cent from business class. The study shows that the profile of women entrepreneurs was not dominated by either education or lack of it or any other characteristic. It was found in the study that prime motive behind stating their enterprise was to earn money followed by to keep busy, fulfillment of ambition, to be independent and giving employment to others. It was revealed by the researchers that majority of the potential entrepreneurs had clarity about their projects but needed moral support from men and other family members for setting up their businesses.

Singh et. al. (1986) conducted a study of a sample of 60 successful women entrepreneurs from in and around Delhi and its satellite towns like Gurgaon, Ghaziabad and Noida. A stratified sampling technique was applied and the respondents were administered a questionnaire devised by the authors. The study was conducted to examine the identity, expectations, and motivations, types of problems faced by the women entrepreneurs to reach the level of success and to identify the operational problems they were facing. The study revealed a large variation in age, educational qualification, marital status, and type of family, age of children and occupation of
family members of these successful women entrepreneurs. It was found in the study that majority 56.2 per cent were in the age group of 36-45 years, 58.3 per cent were graduates and 85.3 per cent were married.

Gupta, in 1987 revealed the status of women entrepreneurship in Uttar Pradesh. He found that the average age for starting the enterprise was 32. Only 32 % of the selected samples were graduates or post graduates. The study also indicated that majority of entrepreneurs belonged to Vaisya community.

Tinani (1988), found that women who ventured into business primarily had to keep themselves busy. 85.5% of them were married, 65.2% were in age group of 36 to 45. 1.7% had children above age of 10 years. They had given preference to manufacturing industry (66.6%) as compared to service industry (18.8%) and trading (14.6%)

Mehta, P. in 1989 while studying market for papad industry found that cultural, social, personal, psychological, economical and environmental factors influenced buying behavior of a member in the family holding a leading position for purchasing the type and quantity of papad. It was further reported that packaging played a secondary role to attract consumers.

Rani, L. in 1996 selected 100 enterprises with investment more than Rs. 50,000 with minimum two employees. The results pointed out that 10% of the women entrepreneurs were unmarried, 80% were married, 3% were separated and 7% were widows. Further analysis indicated that the unmarried women opted for trading and service sectors. The age wise information highlighted that a high percent of women had taken up economic activity in age group of 30 to 39 years, the age which was also very demanding in their domestic functions with young children to be taken care of.

Waloker (2001) conducted a study in order to understand the phenomenon of entrepreneurship among women, to know the nature of the entrepreneurial activity taken up by the women, to examine the effect of the entrepreneurial activity on the women entrepreneurs and their families and to examine the traits required for success in entrepreneurial activity. The study surveyed 232 women entrepreneurs of Nagpur city of Maharashtra state. It was found in the study that most of the women entrepreneurs are married, roughly in their middle age, living in small nuclear families;
very few of them are first generation learners and mostly are graduates. The study disclosed the fact that most of the enterprises are ‘service enterprise’ followed by enterprises engaged in trade and then by enterprises engaged in ‘manufacturing’. Majority of the enterprises are carried in the form of sole proprietorship and 70 per cent of the enterprises have created employment opportunities for others. Psychological motives and economic motives were the most important motives for entering into entrepreneurial activity. Risk taking, communication ability, social nature, general awareness, initiative, competitiveness and self-discipline are the few traits which are perceived by women entrepreneurs as key to success. It was also perceived by the women entrepreneurs that financial constraints and inadequate institutional help were the major constraints.

A study by Kumar, in 2002 found that more than half of the working women were married (56.3%), widowed and separated constituted 23.5%, whereas only 20.2% were unmarried. Slightly more than half 52.3% constituted of nuclear families., 43.2% came from joint families, while 4.5% belonged to single member families, 44.7% has medium size families, 35.3% had large size families where as 15.5% had small size families. 10% of working women did not have any dependent member. 42.3% of working women had one to three dependents. The number of earners in working women’s families ranged from one to eight. 71.3% belonged to such families had 2 to 3 earning members.48% of working women were non lettered, 0.5 % were educated up to junior basic or even less, 27% were undergraduates, 14.5 % had received education upto graduate level and above.

Rao, 2002 studied the entrepreneurial traits and skills. He noted that several attempts were made to promote entrepreneurship in India. The traits possessed by entrepreneurs were acquired through their experience. It was revealed that due consideration was given to attributes of leadership abilities, profit orientation and abilities to attract and retain talent. Honesty and abilities to establish an international presence for choosing best chief executives was also important.

Jadavet al., in 2004 researched the role demands of women entrepreneurship. They pointed out that it was important to recognize that the available knowledge represents the tip of iceberg. Some characteristics of entrepreneur, driver and energy, self-confidence, long term involvement, money as a measure, persistent problem
solving goal setting, moderate risk taking, internal locus of control and tolerance of ambiguity and ascertaining. Role demands faced were accommodation to the venture total immersion and commitment creativity and innovation of business people and team building economic values, ethics, integrity and reliability.

Singh, in 2004 reported that women entrepreneurs had certain qualities like risk taking, innovativeness and self-confidence. The qualities of an entrepreneur in raising enterprise and their functioning leads to economic development of a country in different ways depending on how much innovative she was in carrying out the venture. It was found that they faced many problems which were results of political, social and economic interactions among various factors.

Effect of gender on work value was studied by Chavda and Kanjariya in 2004. They pointed out that there was startlingly little positive empirical degree to which work value in fact converse. Attempt was made to understand the pattern of work value on selected students. No attempt was made to explore the relationship between work value and criterion variables.

Gajera and Ghelani, while studying use of instant mix food in 2004 report that more and more women are coming out to work and in search of materials that can be cooked & stored easily. They found that use of instant mix reduced the burden of cooking and satisfied the taste of people who were fond of diversity.

A study of the attitude of new generation girls regarding entrepreneurship was conducted by Rachchha, B in 2004. The study was conducted on S.Y. antsy. B.Sc. (Home Science and Science) students across Jamnagar. Discussion with respondent’s method was applied. It was found that girls inclined towards entrepreneurship were very few. Their work included services, sale, production, etc. Many of them did not have an idea of other enterprises. training, governmental schemes, marketing, enterprise related items and problems of the enterprises.

Durkal and Pandyain, 2004 made an attempt to train women to start daycare centers. A feasibility study was conducted before starting the training programme. The resource persons were finalized by referring different books, consulting experts and various day care centers. Fifty six women attended the training programme. Majority of the women were unmarried. They were literate and were interested to become
economically independent. A creative activity for children was most liked and nutrition for children was least liked session as reported by them.

Roodkar, in 2005 conducted a study to focus on potential and energetic phase of human life cycle –adolescence. 200 school dropout girls were randomly selected from Amravati [Maharashtra] slums. On the basis of survey, 5 entrepreneurship programmes, each one on artificial flower making, salwar kurta stitching, soft toy making and preparing clothing kit for new born babies were developed. One of it was conducted in selected slums depending on the majority choice of the respondent. Impact of these programmes was studied. The results showed that these programmes were effective to introduce entrepreneurial skills.

A study by Chauhan and Khanesara in 2005 dealt with insecurity among doctors, engineers, administrators, lecturers with working and non-working as well as married and unmarried women. A sample of 160 women was studied. Pati’s insecurity questionnaire was employed. The result showed that married working professional women were more secure than their counterparts. The result was discussed in the light of emerging trend of competition, family values and socialization pattern.

Maru, R. in 2005 conducted a study to investigate the difference in adjustment among working and non-working women. The total sample consisted of 160 working and non-working women between 20 to 40 years of age, from different parts of Rajkot city. The research tool used was adjustment scale by Dr D. J. Bhatt. F- Test, ANOVA and LSD were applied to check the significance of difference between adjustment of working and non-working women. Job status and type of family did not have significant impact on adjustment.

Vanar, R in 2005 conducted a research study with purpose of comparing the attitudes of P.G. students towards working women. The total sample consisted of 60 boys and 60 girls. The research tool to measure attitude was made by Sultan Akhtar and Sangeeta Sharma. The data was analyzed by t test. The results showed that there was significant difference in the attitude of boys and girls towards working women.

A study in Taiwan by Saikou (2008) proves those women entrepreneurs are capable as men running a business. From findings also suggests that women in middle ages, between mid-30s and mid-40s, are more likely to set up their own businesses.
2.4 Conclusion

The studies reviewed in this chapter point out that lot of research have been done among women clientele. Studies on status of women highlight the fact that since ancient times women were unable to enjoy the deserved status. They were regarded as stereotype home makers in most cases. But their contribution towards the economic and social enlistment of family was never given consideration.

Research on work and health revealed that lot of problems occur among workers depending on nature of work. Stress was the major problem faced by all the selected women. However there were many influencing factors like closeness to husband, etc. that influenced the problems faced.

A lot of research has been undertaken with women entrepreneurs as the samples in various areas. Thus the researcher felt the need to research this area and create detailed database of women entrepreneurs.