CHAPTER -5

ESTABLISHMENT

OF THE UNIT
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ESTABLISHMENT OF THE UNIT

This chapter presents data collection on the establishment of the units by 305 respondents. This chapter highlights the various factors connected with women entrepreneurs and their units. Data is collected on import factors such as entry into entrepreneurship or year of establishment of the unit, location of the unit, area occupies, by the unit, nature of the units, nature of possession, types of unit, products manufactured, categories of unit, Types of service units nature of production etc.,

The chapter also includes other factors related to units, such as motive power used, buyers of the products, types of competitors, factors of competition, scheme of women entrepreneurs, types of Labour appointed and so on.

This chapter attempts to analyze the data pertaining to the basic concepts regarded as necessary to establish units especially by self-employed women in private sector of manufacturing, and, service.

Motivating Factors:
The motives, aspirations, attitudes of a women directly or indirectly leads her to become capable of taking up occupations. These motivating factors determine the women towards business or establishing her own unit. Such women are generally innovate, take risk and finally attain success in entrepreneurship.
Table No. 5.1 illustrates motivating factors which have proved to be effective reasons for the entry of the respondents towards self-employment.

TABLE NO. 5.1

MOTIVATIONAL FACTORS

<table>
<thead>
<tr>
<th>Motivational factors</th>
<th>Ranks</th>
<th>Weightage score</th>
<th>Rating percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To attain social prestige</td>
<td>45 31 40</td>
<td>237</td>
<td>13.3 IV</td>
</tr>
<tr>
<td>Strong to be self-employment</td>
<td>62 47 55</td>
<td>335</td>
<td>18.9 II</td>
</tr>
<tr>
<td>Highly qualified/Technical</td>
<td>25 21 16</td>
<td>133</td>
<td>7.5 VI</td>
</tr>
<tr>
<td>Non availability of job/ Dissatisfaction of job</td>
<td>51 49 31</td>
<td>282</td>
<td>15.8 III</td>
</tr>
<tr>
<td>To be economically independent</td>
<td>75 82 72</td>
<td>461</td>
<td>25.9 I</td>
</tr>
<tr>
<td>For necessity</td>
<td>27 60 23</td>
<td>224</td>
<td>12.6 V</td>
</tr>
<tr>
<td>Other</td>
<td>20 15 17</td>
<td>107</td>
<td>6.0 VII</td>
</tr>
<tr>
<td>TOTAL</td>
<td>305 305 254</td>
<td>1779</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The above table No. 51. exhibits the motivational factors that have provoked the respondents to seek entrepreneurship. The respondent’s first important motive, is to be economically independent and this was rated highest (12.6 per cent), a strong desire to be self-employed was rated second position (18.9 per cent). Further unemployment, dissatisfaction from previous jobs also led them as a motivating factor (15.8 per cent). This is followed by the zeal to attain social prestige which was rated forth (13.3 percent).
The technical qualifications were the other motivational factors which were ranked lastly (7.5, 6.0 per cent). These factors motivated the respondents in this sample establish their own independent unit.

The study also revealed that the major motivation for women entrepreneurs before setting up the enterprise was to do something independently, followed by using their latent skills and talents. After setting up the enterprise the aim of these women entrepreneurs was to run it successfully, followed by expansion of the enterprise especially in the case of manufacturing and service units. A few respondents felt that their children should also become entrepreneur in future and they wanted to be role models for the next generation.

**Year of Establishment:**

Table No 5.2 clearly indicates the entry of women entrepreneurs, who are increasing in number day by day in Hubli-Dharwad Municipal Corporation Area.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>NO. OF UNITS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before 1990</td>
<td>36</td>
<td>11.8</td>
</tr>
<tr>
<td>1990-1994</td>
<td>54</td>
<td>17.8</td>
</tr>
<tr>
<td>1994-1998</td>
<td>125</td>
<td>40.8</td>
</tr>
<tr>
<td>1998-2000</td>
<td>85</td>
<td>27.8</td>
</tr>
<tr>
<td>2001-2002</td>
<td>5</td>
<td>1.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>305</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
The above table clearly shows that 11.8 respondents had established their units before 1990 and 17.8 per cent between 1990-1994, whereas a majority of 40.8 percent respondents had established their units during the year 1994-1998, followed by 27.8 per cent who had begun between 1998-2000. In the recent current year 2001-2002 a small group of 1.7 percent respondent had established their units.

During the course of the field work the researcher had collected a list of women entrepreneurs of the year 2001-2002 who had taken loans, and they were 42 in number. But these entrepreneurs had not yet established their units. They were yet to begin the production. So the researcher selected only 5 units which had already exhibited their products in the market.

KARNATAKA STATE FINANCIAL CORPORATION
BRANCH OFFICE : RAYAPUR : DHARWAD
SECTOR-WISE SANCTIONS FOR THE LAST FIVE YEARS
(1995-96 TO 2001-2002)
(Rs. In lacs)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedule Caste</td>
<td>25</td>
<td>47.85</td>
<td>61</td>
<td>84.72</td>
<td>25</td>
<td>27.02</td>
<td>04</td>
</tr>
<tr>
<td>Schedule tribe</td>
<td>06</td>
<td>18.78</td>
<td>01</td>
<td>2.06</td>
<td>13</td>
<td>21.74</td>
<td></td>
</tr>
<tr>
<td>Backward Community</td>
<td>26</td>
<td>12.71</td>
<td>31</td>
<td>11.93</td>
<td>07</td>
<td>2.80</td>
<td>02</td>
</tr>
<tr>
<td>Priority community</td>
<td>69</td>
<td>162.18</td>
<td>216</td>
<td>169.70</td>
<td>26</td>
<td>35.91</td>
<td>09</td>
</tr>
<tr>
<td>Physically handicapped</td>
<td>06</td>
<td>1.44</td>
<td>04</td>
<td>0.91</td>
<td>02</td>
<td>0.50</td>
<td></td>
</tr>
<tr>
<td>Women entrepreneur</td>
<td>52</td>
<td>116.64</td>
<td>97</td>
<td>296.64</td>
<td>24</td>
<td>84.67</td>
<td>15</td>
</tr>
</tbody>
</table>

Source:- KSFC File.
The table represents the total number of entrepreneurs who were sanctioned the loan among. The category of entrepreneurs are represented. These are data, shows those who were sanctioned loan amount for the last five years by the KSFC.

The schedule caste were totally 126 women entrepreneurs who were sanctioned loan in the year 1995-2001. Schedule tribes entrepreneur were 23 in number who were sanctioned loan in the year 1995-98 and in between 1999-2000. Further entrepreneurs from other backward community and minority community were also sanctioned loans and lastly physically handicapped entrepreneurs were 12 in number and they received loans in the year 1995-98. Lastly 224 women entrepreneurs had also obtained loans from KSFC in the year 1995-2002.

**Caste- Religious Back ground / Location of the unit :**

The co-relation of the respondents caste-religious background and location of the unit shows that caste played an important role, which decided the location of the units. Table 5.3 represent the data collection.
<table>
<thead>
<tr>
<th>Location of the unit</th>
<th>Caste- Religious Background</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>VCH's</td>
<td>MCH's</td>
</tr>
<tr>
<td>Industrial Estate</td>
<td>27 (31.3)</td>
<td>30 (34.8)</td>
</tr>
<tr>
<td>Industrial Area</td>
<td>53 (51.4)</td>
<td>31 (30.0)</td>
</tr>
<tr>
<td>Residential Area</td>
<td>9 (15.1)</td>
<td>4 (6.6)</td>
</tr>
<tr>
<td>Commercial Area</td>
<td>26 (46.4)</td>
<td>22 (39.2)</td>
</tr>
<tr>
<td>Total</td>
<td>115 (37.7)</td>
<td>87 (28.5)</td>
</tr>
</tbody>
</table>

Note:- Figures in the parenthesis are percentages.

The above table 5.3 shows that out of 86 respondents whose units were located in Industrial Estates, 31.3 per cent were UCH’s and majority of 34.8 per cent of MCH’s, while 11.6, 22.3 per cent of LCH’s and other caste respondents units were located in the Industrial estates.

The units situated in and nearby Industrial Area were 103 units and out of them a majority of 51.4 per cent of the units were UCH’s and 30.0 per cent belonged to MCH’s and 7.7, 10.6 per cent units were of LCH’s and other caste group respondents.
Respondents whose units were launched in their own residential and inbetween the residential areas or extension areas were 60 in number. 15.1 percent of UCH’s and 6.6 per cent of MCH’s and 25.0 per cent of MCH’s and 25.0 per cent of LCH’s units were situated in the residential areas and remaining majority of 53.3 per cent respondents of other caste whose units also were launched in the residential areas.

Lastly the units located in between the Commercial Areas were 56 in number. Majority of 46.4 per cent of the UCH’s respondents units were in Commercial areas followed with 39.2, 3.6 and 10.8 per cent of MCH’s LCH’s and other caste respondents units were also located in the Commercial areas.

**Encouraging Factors :-**

Often there exist many conditions, circumstances, and situations which determine the success of an enterprise. These factors very often encourage women to attain entrepreneurship and be successful. Respondents were asked to view their own encouraging factors from their point of view. For instance, a women entrepreneurs may consider the favourable government policies as an encouraging factors, whereas for others, the availability of land and labour may be an encouraging factors.

In the present research, to identify the important encouraging factors of the respondents, they were asked to mark any three important
encouraging factors in order of their importance the out of the specified eight alternatives. Hence on the basis of these orderly rankings, the overall ranking was done. This data analysis is presented in the table 5.4 given below.

TABLE NO. 5.4

ENCOURAGING FACTORS.

<table>
<thead>
<tr>
<th>Encouraging Factors</th>
<th>Ranks</th>
<th>Weightage Score</th>
<th>Rating Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial support from family/relatives/friends</td>
<td>58</td>
<td>14</td>
<td>332</td>
</tr>
<tr>
<td>Financial support Govt.schemes</td>
<td>58</td>
<td>22</td>
<td>264</td>
</tr>
<tr>
<td>Demand for products/services</td>
<td>47</td>
<td>24</td>
<td>227</td>
</tr>
<tr>
<td>Raw materials &amp; labourers are easily available</td>
<td>41</td>
<td>17</td>
<td>190</td>
</tr>
<tr>
<td>Competitors are lesser</td>
<td>22</td>
<td>11</td>
<td>155</td>
</tr>
<tr>
<td>Highly educated/technical</td>
<td>20</td>
<td>6</td>
<td>132</td>
</tr>
<tr>
<td>No tax burden</td>
<td>25</td>
<td>16</td>
<td>124</td>
</tr>
<tr>
<td>Profit is increasing day by day</td>
<td>34</td>
<td>5</td>
<td>191</td>
</tr>
<tr>
<td>Total</td>
<td>305</td>
<td>115</td>
<td>1615</td>
</tr>
</tbody>
</table>

The above table shows that the moral and financial support gathered from the family members, relatives and friends was rated highest (20.6 per cent). The financial support assistance sought from the financial
institutions, government schemes is rated second that is, (16.4 per cent). Further the demand for manufactured products and the services provided by the units was rated the third (14.2 per cent). For a few respondents the encouraging factor was profit and this was rated the forth position (11.8 per cent). The easy availability of raw materials and labourers was an important encouraging factor for some (11.7 per cent). This was followed with (9.5 per cent) of their encouraging fact was, competitors were lesser in number, particularly in their field. Rest of the (8.2 and 7.6 per cent) the of the respondents encouraging factors were, this education in technical fields.

Location of the Unit:

The location of the unit set up by the respondents is in several areas of Hubli-Dharwad Municipal Corporation. This HDMC area has been four categories. Table No 5.5 shows the location of 305 units.

<table>
<thead>
<tr>
<th>LOCATION OF UNIT</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Estate</td>
<td>86</td>
<td>28.4</td>
</tr>
<tr>
<td>Industrial Area</td>
<td>103</td>
<td>33.7</td>
</tr>
<tr>
<td>Residential Areas</td>
<td>60</td>
<td>19.6</td>
</tr>
<tr>
<td>Commercial Areas</td>
<td>56</td>
<td>18.3</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>305</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
From the above table No. 5.2 we come know that a majority of 33.7 percent respondent have units located in and nearby industrial Estate, and 28.4 per cent respondents have units in industrial areas. Units are established in the industrial estates. While 19.6 per cent had their units in the residential area and remaining 18.3 per cent are located in the Commercial areas.

**Area Occupied by the Unit:**

The units occupied area is analysed in Table 5.6

TABLE NO. 5.6

<table>
<thead>
<tr>
<th>AREA</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 500 Sq.ft.</td>
<td>2.4</td>
<td>7.8</td>
</tr>
<tr>
<td>500 – 1000 Sq.ft</td>
<td>63</td>
<td>20.7</td>
</tr>
<tr>
<td>1500 – 2000 Sq.ft</td>
<td>75</td>
<td>24.5</td>
</tr>
<tr>
<td>2000 + Sq.ft</td>
<td>34</td>
<td>11.3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>305</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 5.6 describes about the area occupied by the units of the respondents, 7.8 per cent of the units are lesser than 500 sq.ft and 20.7 per cent units occupied area is in between 500-1000 Sq.ft where as 24.5 per cent lie in between 1000 – 1500 Sq.feet and majority of 35.7 per cent occupied area is 1500 – 2000 sq.ft and 11.3 per cent of the respondents units area is above 2000 sq.ft.
Location and Area of the Unit:

The data on the location of the units and the space occupied by the same is analysed in the next Table.

**TABLE NO. 5.7
LOCATION AND AREA OF UNIT**

<table>
<thead>
<tr>
<th>Location</th>
<th>Area Less than 500 sq.ft</th>
<th>500-1000 sq.ft</th>
<th>1000-1500 sq.ft</th>
<th>1500-2000 sq.ft</th>
<th>2000 + Sq.ft</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Estate</td>
<td>3 (3.5)</td>
<td>6 (6.9)</td>
<td>20 (23.3)</td>
<td>55 (63.9)</td>
<td>2 (2.4)</td>
<td>86 (28.1)</td>
</tr>
<tr>
<td>Industrial Area</td>
<td>6 (5.8)</td>
<td>29 (28.1)</td>
<td>34 (33.2)</td>
<td>31 (30.0)</td>
<td>3 (2.9)</td>
<td>103 (33.7)</td>
</tr>
<tr>
<td>Residential Area</td>
<td>10 (16.6)</td>
<td>11 (18.3)</td>
<td>9 (15.1)</td>
<td>18 (30)</td>
<td>12 (20)</td>
<td>60 (19.6)</td>
</tr>
<tr>
<td>Commercial Area</td>
<td>5 (8.9)</td>
<td>17 (30.3)</td>
<td>12 (21.6)</td>
<td>5 (8.9)</td>
<td>17 (30.3)</td>
<td>56 (18.6)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>24 (7.8)</td>
<td>63 (20.6)</td>
<td>75 (24.5)</td>
<td>109 (35.9)</td>
<td>34 (11.4)</td>
<td>305</td>
</tr>
</tbody>
</table>

Note: Figures in the parenthesis are percentages.

The Table 5.7 demonstrate that, the units located in industrial estate 3.5 per cent units were situated in less than 500 sq.feet and 6.9 per cent of the units was in between 500-1000 sq.ft, and 20.3 per cent of the units were between 1000-1500 sq.ft. However a majority of 63.9 per cent of the units were 1500-2000 sq.ft, and 2.4 per cent of the units was above 2000 sq.ft.
Secondary units located in the industrial area had less space occupied. That is 5.8 percent units area was less than 500 sq.ft and 28.1 per cent laid the area of 500-1000 sq.ft and majority of 33.2 per cent of their units area was 30.00 per cent and a very small number of units area was above 2000 sq.ft.

The units which were run in the residential areas had separate shed near the residential areas. The space covered by these units were 16.6 per cents area was lesser than 500 sq.ft and 18.3 per cent units area was in between 500-1000 sq.ft where as 15.1 per cent units area was 1000-1500 sq.ft and majority of 30 per cent with 1500-2000 sq.ft area and 20 per cent units land coverage was above 2000 sq.ft.

Lastly the units located between commercial areas had units occupying space of 7.8 per cent and 20.6 per cent units area was less than 500 sq.ft and in between 500-1000 sq.ft followed with this 24.5 per cent of units area is 1000-1500 sq.ft and the majority of 35.9 per cent of the units area was between 1500-2000 and 11.4 per cent of the units area was above 2000 sq.ft.
**Nature of Unit:**

Table 5.8. given below represent the Nature of Unit

<table>
<thead>
<tr>
<th>TABLE NO 5.8</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATURE OF UNIT</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nature of Unit</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proprietorship</td>
<td>200</td>
<td>65.5</td>
</tr>
<tr>
<td>Partnership</td>
<td>64</td>
<td>20.9</td>
</tr>
<tr>
<td>Private Ltd.</td>
<td>41</td>
<td>13.6</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>305</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table 5.8 reveals that an overwhelming majority of 65.5 per cent of the respondents unit is proprietorship, and followed by 20.9 per cent of unit being partnership. Whereas 13.6 per cent of the respondent’s units were run as Private Ltd.,

**Nature of the possession of the unit:**

The table No.5.9 represent the nature of possession/acquisition of the unit of the respondents in the sample.

<table>
<thead>
<tr>
<th>TABLE NO 5.9</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATURE OF POSSESSION</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Possession of the unit</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rented</td>
<td>65</td>
<td>21.3</td>
</tr>
<tr>
<td>Hired</td>
<td>51</td>
<td>16.7</td>
</tr>
<tr>
<td>On lease</td>
<td>52</td>
<td>17.1</td>
</tr>
<tr>
<td>Owned</td>
<td>137</td>
<td>44.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>305</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
Table 5.9 shows that majority of 44.9 per cent especially had built and started their units on their own, whereas 21.3 per cent were taken on rental bases and 16.7 per cent units were hired ones. About 17.1 per cent respondent’s unit were taken on lease. Most of the owned units belonged were in residential areas. Units in commercial areas as also hired units, were generally found in nearby industrial areas. The rented and on lease units were found generally in the industrial estates and industrial areas.

**Types of Unit:**

The units selected for the study were divided into two types. Table No 5.10 shows the types of units included for the study.

**TABLE NO. 5.10**

**TYPES OF UNIT**

<table>
<thead>
<tr>
<th>Types of Unit</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>195</td>
<td>63.9</td>
</tr>
<tr>
<td>Service</td>
<td>92</td>
<td>30.2</td>
</tr>
<tr>
<td>Both</td>
<td>18</td>
<td>5.9</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>305</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table 5.10 above shows that, majority of 63.9 per cent of the selected units were engaged in manufacturing various types of products followed by 30.2 per cent which were purely service units, such as ciber chat centres, DTP Services, STD FAX photocopying trading centres stationery and general stores, Tailoring, Handicrafts etc. and a small group
of 5.9 per cent of the units were engaged in both types, such as manufacturing and service units among them were Beauty parlors as service centres also they manufactured herbal products such as face pack, facial cream, Heena Powder etc.

**Types of Unit/ Type of Family :**

Table No. 5.11 presents the relationship of the respondents to the types of units and types of family. Data has been collected because the type of family may influence the respondent to go in for a particular type of unit.

**TABLE NO. 5.11**

<table>
<thead>
<tr>
<th>Types of Unit</th>
<th>Types of Family</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nuclear Family</td>
<td>Joint Family</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>23 (11.8)</td>
<td>172 (88.2)</td>
</tr>
<tr>
<td>Service</td>
<td>33 (35.8)</td>
<td>59 (64.2)</td>
</tr>
<tr>
<td>Both</td>
<td>74 (22.2)</td>
<td>14 (77.8)</td>
</tr>
<tr>
<td>Total</td>
<td>60 (19.6)</td>
<td>245 (80.4)</td>
</tr>
</tbody>
</table>

*Note: Figures in the parenthesis are percentages.*

The above table 5.8 shows that out of the 195 manufacturing units 11.8 per cent of the respondents were from nuclear families and 88.2 per cent of the respondents were from joint of family.
The other respondents types of units were service units they were 92 in number, among them 35.8 per cent of the respondents the nature of their family was nuclear, and 64.2 per cent of the respondents type of family was joint.

Lastly 18 units were of both types i.e., they were manufacturing as well as service units and among them 22.2 per cent of the respondents were from nuclear families, and a majority of 77.8 per cent of the respondents belonged to joint families.

**Types of products manufactured:**

The types of products manufactured by the women entrepreneurs are distributed into 3 types. Table No. 5.12 shows the distribution of the respondents with the special reference to the types of products.

<table>
<thead>
<tr>
<th>Types of products manufactured</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer products</td>
<td>110</td>
<td>51.8</td>
</tr>
<tr>
<td>Industrial products</td>
<td>63</td>
<td>29.5</td>
</tr>
<tr>
<td>Both</td>
<td>40</td>
<td>18.7</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>213</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

The table shows the frequency of only 213 samples out of 305 respondents, as the remaining 92 respondents were not in the manufacturing units, but only in service units or service centres.
Table 5.12 shows that, a majority of respondents 63.5 per cent are engaged in manufacturing consumer products, which includes manufacturing of food products, readymade garments, wooden furniture's, Toys etc., and 29.5 per cent of them manufacture industrial products like the tubes, wolves, rubber caps, and other types of steel products. The remaining 18.7 per cent of them manufacture both type of products i.e., consumer and industrial products.

Products – Wise Distribution of Units:

The units selected for the study are broadly distributed into seven categories, according to the products they are manufacturing at present. This classification is adopted from the KSFC and CEDOC list distributed product wise. Table 5.13 presents the types of units, industries included in the research works.

TABLE 5.13

PRODUCT - WISE DISTRIBUTION OF UNITS

<table>
<thead>
<tr>
<th>Product-wise Units</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering goods</td>
<td>66</td>
<td>21.6</td>
</tr>
<tr>
<td>Polymer &amp; Chemical goods</td>
<td>25</td>
<td>8.2</td>
</tr>
<tr>
<td>Mineral based</td>
<td>2</td>
<td>0.6</td>
</tr>
<tr>
<td>Food products</td>
<td>103</td>
<td>33.7</td>
</tr>
<tr>
<td>Textile goods</td>
<td>48</td>
<td>15.8</td>
</tr>
<tr>
<td>Handicrafts</td>
<td>32</td>
<td>9.5</td>
</tr>
<tr>
<td>Others</td>
<td>29</td>
<td>9.5</td>
</tr>
<tr>
<td>TOTAL</td>
<td>305</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Table 5.13 shows that 21.6 percent of respondents are engaged in manufacturing of engineering goods which include both consumer as well industrial products. About 8.2 per cent units manufacture polymer (Plastic) products and chemical goods such as Phenyl, Detergents, Liquid soaps and other chemicals, whereas 0.6 per cent units are mineral based i.e., local soft drinks, sodas are produced by them. Majority of 33.7 per cent respondent manufacture food products such as pickle, papads, spices, masala powers, vermicelli, snacks, Bakery items etc., followed by 15.8 per cent respondents who were engaged in manufacturing of textile goods. This category includes the manufacturing of readymade garments, cloth manufacturing etc. besides 10.6 per cent of units products were of the sixth category i.e., handicrafts. This consisted of Kasuti works, embroidery, pot manufacturing and paintings, toy manufacturing, decorative items of glass and wood, clay etc., lastly 9.5 per cent of them were engaged into other type of manufacturing i.e. candles, glow-sign boards, beauticians who manufactured herbal products etc.

Nature of Education/Product wise Distribution of Units:

This table No 5.14 compares the nature of educational background of the respondent and the products chosen for manufacturing in the units by the respondents.
<table>
<thead>
<tr>
<th>NATURE OF EDUCATION</th>
<th>ARTS</th>
<th>COMMERCE</th>
<th>SCIENCE</th>
<th>TECHNICAL</th>
<th>OTHERS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering goods</td>
<td>14</td>
<td>6</td>
<td>21</td>
<td>17</td>
<td>8</td>
<td>66(21.6)</td>
</tr>
<tr>
<td></td>
<td>(21.2)</td>
<td>(9.1)</td>
<td>(31.8)</td>
<td>(25.7)</td>
<td>(12.2)</td>
<td>(100)</td>
</tr>
<tr>
<td>Polymer &amp; chemical goods</td>
<td>5</td>
<td>12</td>
<td>6</td>
<td></td>
<td>2</td>
<td>25(8.2)</td>
</tr>
<tr>
<td></td>
<td>(20)</td>
<td>(48)</td>
<td>(24)</td>
<td></td>
<td>(8)</td>
<td>(100)</td>
</tr>
<tr>
<td>Mineral Bases</td>
<td>1</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
<td>2(0.6)</td>
</tr>
<tr>
<td>Food Products</td>
<td>(50.0)</td>
<td>-</td>
<td>(50.0)</td>
<td>-</td>
<td>-</td>
<td>(100)</td>
</tr>
<tr>
<td>Food products</td>
<td>49</td>
<td>23</td>
<td>17</td>
<td>10</td>
<td>4</td>
<td>103(33.7)</td>
</tr>
<tr>
<td></td>
<td>(47.6)</td>
<td>(22.3)</td>
<td>(16.5)</td>
<td>(9.8)</td>
<td>(3.8)</td>
<td>(100)</td>
</tr>
<tr>
<td>Textile goods</td>
<td>19</td>
<td>4</td>
<td>9</td>
<td>14</td>
<td>2</td>
<td>48(15.8)</td>
</tr>
<tr>
<td></td>
<td>(39.6)</td>
<td>(8.4)</td>
<td>(18.7)</td>
<td>(29.2)</td>
<td>(4.1)</td>
<td>(100)</td>
</tr>
<tr>
<td>Handicrafts</td>
<td>10</td>
<td>2</td>
<td>7</td>
<td>12</td>
<td>1</td>
<td>32(10.6)</td>
</tr>
<tr>
<td></td>
<td>(31.2)</td>
<td>(6.2)</td>
<td>(21.9)</td>
<td>(37.6)</td>
<td>(3.1)</td>
<td>(100)</td>
</tr>
<tr>
<td>Others</td>
<td>5</td>
<td>3</td>
<td>8</td>
<td>13</td>
<td>-</td>
<td>29(9.5)</td>
</tr>
<tr>
<td></td>
<td>(17.3)</td>
<td>(10.3)</td>
<td>(27.5)</td>
<td>(44.1)</td>
<td>-</td>
<td>(100)</td>
</tr>
<tr>
<td>Total</td>
<td>103</td>
<td>50</td>
<td>69</td>
<td>66</td>
<td>17</td>
<td>305(100)</td>
</tr>
<tr>
<td></td>
<td>(33.7)</td>
<td>(16.4)</td>
<td>(27.5)</td>
<td>(21.6)</td>
<td>(5.5)</td>
<td>(100)</td>
</tr>
</tbody>
</table>

Note: Figures in parentheses are percentages.
The data in Table 5.14 shows a co-relation between educational background and type of unit set up by the respondents. It is a well known fact that one requires a science background for manufacturing engineering and industrial goods, while arts background is enough for various other type of manufacture of products. The majority of 31.8 per cent and 25.7 per cent respondents had completed their science and technical qualifications and they produced engineering goods.

Among 25 respondents who belonged to polymer and chemical goods, units majority of 12 (48.0) respondents nature of education was commerce, whereas 5(20.0) respondents studied in Arts line. 2 of the respondents units was mineral based and their nature of education was Arts, Science. Also, 48(15.8) per cent respondents whose products-wise distribution was related to food products, majority 47.6 per cent respondents nature of education was Arts, 37.6 per cent respondents nature of education was technical and their units belonged to Handicrafts sectors. Lastly, 27.5 per cent majority of respondents nature of study was science and their products was others type.

Nature of services of the Service Unit:

The service units among the selected samples were 92 in number and their nature of services differ in nature. Table 5.15 demonstrates the extent of the services given by the service unit.
TABLE NO. 5.15

NATURE OF SERVICE UNIT

<table>
<thead>
<tr>
<th>Nature of service unit</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sale of readymade garments</td>
<td>29</td>
<td>31.5</td>
</tr>
<tr>
<td>Sale of food products</td>
<td>17</td>
<td>18.7</td>
</tr>
<tr>
<td>Sale of stationery</td>
<td>7</td>
<td>7.6</td>
</tr>
<tr>
<td>Beautician services</td>
<td>5</td>
<td>5.4</td>
</tr>
<tr>
<td>Tailoring services</td>
<td>26</td>
<td>28.2</td>
</tr>
<tr>
<td>Computer services</td>
<td>8</td>
<td>8.6</td>
</tr>
<tr>
<td>TOTAL</td>
<td>92</td>
<td>100.0</td>
</tr>
</tbody>
</table>

From the above table 5.15 we come to know that among the service centres, a majority of 31.5 per cent of units nature was sale of readymade garments who also took orders for School Uniforms, Hospital wears etc., followed by 28.2 per cent of unit were engaged in their tailoring services, and 18.7 per cent units nature of sale was readymade food products and 8.6 per cent of the unit represented computer services which included DTP, Inter-Net and others, whereas 7.6 per cents nature of the units was engaged in the sale of stationery and the researcher selected only 5 beauty parlour out of 250 who not only gave services but also manufactured herbal products. They were selected by the researcher, because these women entrepreneurs had transactions with other states also. They exported their products to Hyderabad Bangalore and Udupi.
Nature of production:

Table 5.16 represents the nature of production of the units set up by the respondents in the sample.

<table>
<thead>
<tr>
<th>Nature of production</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the year around</td>
<td>297</td>
<td>94.2</td>
</tr>
<tr>
<td>Seasonal</td>
<td>18</td>
<td>5.8</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>315</td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

The above table clearly reveals that an overwhelming majority of 94.2 per cent units are functioning, all the year around. The remaining 5.8 per cent of the units are operating seasonal.

The table reveals, responses which are above 305 as 10 respondents gave the responses to more than one option as their units were manufacturing and service both, and their nature of production was all the year around and seasonal also. Manufacturing of school uniforms was seasonal whereas manufacturing of garments was all the year around.

Motive Power Used:

Table 5.17 represents the information regarding the motive power used by the respondents.
TABLE NO 5.17

MOTIVE POWER USED

<table>
<thead>
<tr>
<th>Motive power used</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manual</td>
<td>214</td>
<td>49.0</td>
</tr>
<tr>
<td>Electricity</td>
<td>198</td>
<td>45.4</td>
</tr>
<tr>
<td>Diesel</td>
<td>24</td>
<td>5.6</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>436</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

The above table 5.17 shows that majority of 49.0 per cent of the respondents motive power used in their units was manual, followed with 45.4 per cent of units used electricity, whereas a small group of 5.6 per cent respondents used Diesel as their motive power for operating.

The above table represent 436 responses out of 305 respondents as these respondents gave responses to more than one option.

Methods of Price Fixation:

Table 5.18 records the methods of price fixation. Totally 425 responses are found as the respondents gave more than one options.

TABLE NO 5.18

METHODS OF PRICE FIXATION

<table>
<thead>
<tr>
<th>Methods of Price Fixation</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost + desired profit</td>
<td>161</td>
<td>37.8</td>
</tr>
<tr>
<td>Competitive price/market forces</td>
<td>195</td>
<td>45.8</td>
</tr>
<tr>
<td>Others</td>
<td>69</td>
<td>16.4</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>425</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
The Table No. 5.18 data shows that majority of 45.8 per cent of them fixed the price of the products according to the competitive price/market forces and 37.8 per cent of their units manufactured products prices are fixed through the spent cost + desired profit and lastly 16.4 per cent of the respondent of the respondents fix the prices through other means i.e., amount spent, some times rates are fixed by the customers.

**Buyers of the products:**

Table No. 5.19 explores the data collection of the number of buyer of the products. Respondents have responded to more than one responses as their products were sold to different groups.

**TABLE NO 5.19**

**BUYERS OF THE PRODUCTS**

<table>
<thead>
<tr>
<th>Buyers of the products</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>47</td>
<td>8.5</td>
</tr>
<tr>
<td>Whole sellers</td>
<td>130</td>
<td>23.6</td>
</tr>
<tr>
<td>Retailers</td>
<td>62</td>
<td>11.2</td>
</tr>
<tr>
<td>Local</td>
<td>25</td>
<td>52.2</td>
</tr>
<tr>
<td>Outside city</td>
<td>25</td>
<td>4.5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>550</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

The above table 5.15 represents that for 8.5 per cent of respondents, their products were bought by the Government. A majority of 52.2 per cent of the respondent's products were sold local, and for 23.6 per cent the
buyers were the wholesalers. For 11.2 per cent, were retailers and the remaining 4.5 percent of the buyers were from outside city.

**Nature of selling the products:**

Table 5.20 describes the responses given by the respondents for the nature of selling products.

<table>
<thead>
<tr>
<th>Nature of selling the products</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct sale</td>
<td>148</td>
<td>48.6</td>
</tr>
<tr>
<td>Through Government</td>
<td>47</td>
<td>15.4</td>
</tr>
<tr>
<td>Through dealers</td>
<td>110</td>
<td>36.0</td>
</tr>
<tr>
<td>Total</td>
<td>305</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table No. 5.20 clearly reveals that the respondents whose nature of selling the products was direct sale, 48.6 per cent in number and they were a majority of the respondents. About 15.4 per cent sell their goods through govt. i.e., Karnataka Small Scale Industrial Marketing Corporation and 36.0 per cent of the respondents the nature of sale was through dealers.

**Types of competitors:**

Women entrepreneurs do face different types of competitions through the different types of competitors. Table 5.21 gives the description of the competitors.
TABLE NO. 5.21

TYPES OF COMPETITORS

<table>
<thead>
<tr>
<th>Types of competitors</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>252</td>
<td>50.8</td>
</tr>
<tr>
<td>Outside the city</td>
<td>226</td>
<td>45.6</td>
</tr>
<tr>
<td>Outside the state</td>
<td>18</td>
<td>3.6</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>496</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

The table shows that an overwhelming number of respondents gave more than one option. They viewed that they face heavy competitors and they were struggling to overcome these competitors.

The table shows that for a majority of 50.8 per cent of respondents the competitors were local women entrepreneurs, 45.6 per cent of the competitors were outside the city, whereas only 3.6 percent competition was from outside the state whose products were not only introduced and accepted by the local consumers.

Factors of competition:

Table No. 5.22 clearly shows the factors responsible for the competitions faced by the respondents. Besides the respondents gave more than one or two factors that were held responsible for the competition. So out of 305 respondents, 236 more responses were given.
TABLE NO. 5.22

FACTORS OF COMPETITION

<table>
<thead>
<tr>
<th>Factors of competition</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>252</td>
<td>46.6%</td>
</tr>
<tr>
<td>Quality</td>
<td>226</td>
<td>41.8%</td>
</tr>
<tr>
<td>Credit sales</td>
<td>42</td>
<td>7.8%</td>
</tr>
<tr>
<td>Others</td>
<td>21</td>
<td>3.8%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>541</td>
<td>100%</td>
</tr>
</tbody>
</table>

The above table 5.22 displays the extent of competition and also the factors responsible for this. A majority of 46.6 per cent respondent faced competitions in price (Rate) value of their products, whereas 41.8 per cents factors of the competition was difference in the quality of products, and for 7.8 per cent respondents competition existed was through credit sales. Lastly for only 3.8 per cent respondents, the factors responsible for competitions was the others category i.e., this factor applied more for the service units as the service of some units was faster, designs different from one to the other etc.,

Awareness of Women Entrepreneurs Schemes/Taken use or not:

The Table 5.23 cross tables over two aspects as to whether the respondents were aware of the schemes for women entrepreneurs which
were especially launched for them and whether they had made use of schemes.

TABLE NO. 5.23

AWARENESS OF WOMEN ENTERPRENEURS

SCHEMES/ TAKEN USE OR NOT

<table>
<thead>
<tr>
<th>Awareness of Schemes</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of scheme</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Made use</td>
<td>271</td>
<td>5</td>
<td>276</td>
</tr>
<tr>
<td></td>
<td>(98.1)</td>
<td>(1.9)</td>
<td>(90.5)</td>
</tr>
<tr>
<td>Not made use</td>
<td>--</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(100)</td>
<td>(9.5)</td>
</tr>
<tr>
<td>TOTAL</td>
<td>271</td>
<td>34</td>
<td>305(1000)</td>
</tr>
<tr>
<td></td>
<td>(88.8)</td>
<td>(11.2)</td>
<td>(100)</td>
</tr>
</tbody>
</table>

Above table 5.23 shows that a majority of 98.1 per cent of them were aware of the Women Entrepreneurs Schemes and they had made use of these schemes to established their own Units. Whereas only 1.9 per cent of the respondents did not have knowledge about the schemes but they had made the use of the schemes without being aware that is they had taken financial help from the banks, but through different schemes, this aspect was unknown to them. About 100 per cent that is 29 of the respondents were unaware of the schemes and they had not taken the use of the schemes as there sources of finance was their own capital.
Opinion about Women Entrepreneurs Schemes:

Table 5.24 shows the opinion of respondents about the nature of Women Entrepreneur's Schemes.

TABLE No. 5.24

OPINION ABOUT WOMEN ENTERERENEUR'S SCHEMES

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build your business acumen</td>
<td>156</td>
<td>39.6</td>
</tr>
<tr>
<td>Makes more confident</td>
<td>68</td>
<td>17.4</td>
</tr>
<tr>
<td>Very helpful</td>
<td>140</td>
<td>35.6</td>
</tr>
<tr>
<td>Not useful</td>
<td>29</td>
<td>7.4</td>
</tr>
<tr>
<td>TOTAL</td>
<td>393</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The above table shows that the majority of 39.6 per cent viewed that women entrepreneurs schemes had helped them to build their business acumen, and 17.4 per cent opined that these scheme made them more confident whereas 35.6 per cent of them opine that the schemes proved to be very helpful to them and a small number of the respondent i.e., 7.4 per cent of them viewed that the schemes were not useful as they were unaware of the schemes, and had not made use.
**Market Survey was conducted/Adequate sale of products:**

This table No. 5.25 displays data over two aspects of whether the respondents had conducted a Market Survey or, not and whether they had adequate sale for their products.

**TABLE NO. 5.25**

**MARKET SURVEY WAS CONDUCTED/ADEQUATE SALE OF PRODUCTS**

<table>
<thead>
<tr>
<th>Adequate sale of products</th>
<th>Market survey was conducted</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Yes</td>
<td>237</td>
</tr>
<tr>
<td>(83.4)</td>
<td>(10.6)</td>
</tr>
<tr>
<td>No</td>
<td>40</td>
</tr>
<tr>
<td>(100)</td>
<td>--</td>
</tr>
<tr>
<td>TOTAL</td>
<td>277</td>
</tr>
<tr>
<td>(90.9)</td>
<td>(9.1)</td>
</tr>
</tbody>
</table>

The Table 5.25 clearly shows that a majority of 89.4 per cent of the respondent has conducted a market survey before starting the unit and at present they also had adequate sales of their products. However, 10.6 per cent of the respondent, they had conducted the Market Survey before starting the unit, they did not have adequate sale of their products. Similarly almost all the 100 percent respondents who had not conducted the Market Survey before starting the unit still had adequate demand, and sale for their products.
**Types of labour employed:**

The table herein represents the types of labour employed by the 305 respondents.

**TABLE NO. 5.26**

**TYPES OF LABOUR EMPLOYED**

<table>
<thead>
<tr>
<th>Types of labour employed</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skilled</td>
<td>168</td>
<td>55.0</td>
</tr>
<tr>
<td>Un-skilled</td>
<td>33</td>
<td>10.8</td>
</tr>
<tr>
<td>Semi-skilled</td>
<td>104</td>
<td>34.2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>305</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

The above table 5.26 shows that a majority of 55.0 per cent respondents employed labour who were skilled as the units belonged to engineering, steel handicrafts and others, whereas 34.2 per cent of the respondents employed semi-skilled type of labour and only 10.8 per cent respondents employed un-skilled labours in their units.

**Sources of recruitment:**

Recruitment of the labour force was done mainly through three sources. Table 5.27 gives the description of the sources of recruitment of labour used by the women entrepreneurs.
TABLE NO. 5.27
SOURCES OF RECRUITMENT

<table>
<thead>
<tr>
<th>Sources of Recruitment</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directly through interviews</td>
<td>162</td>
<td>53.2</td>
</tr>
<tr>
<td>Through contractors</td>
<td>23</td>
<td>7.5</td>
</tr>
<tr>
<td>Other sources</td>
<td>120</td>
<td>39.3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>305</td>
<td>100.00</td>
</tr>
</tbody>
</table>

SOURCE: Interview Schedule

The above table 5.27 shows that a majority of 53.2 per cent of the respondents recruited the labour force directly and through interviews, followed with 39.3 per cent of the labour forces were recruited by the other forces such as they were approached through the other co-workers, friends or relatives. Besides the remaining 7.5 per cent of the respondent recruited the labour force through contractors.

Number of Workers:

The total number of labour employed in a particular unit is an important aspect as these labour forces are responsible for running the units. The labour is also is also indirectly responsible for gain or loss achieved through production and sale.

The number of labourers recruited depends on the size of the unit and the nature of production. Hence, this aspect is probed in the Table No. 5.28.
Table 5.28 shows that 14.4 per cent of units consisted of 1-5 workers and 34.5 per cent of the units had recruited up to 5-10 workers. Whereas a majority of 37.4 per cent of the units workers strength was 11-15 so also 7.8 per cent units had recruitment of labours i.e., above 20 and lastly only 5.9 per cent of units had 15-20 workers working in their units.

**Salary paid for Workers (Monthly):**

Table No. 5.29 provides an account of salary paid for the workers (Monthly). The work distribution from one unit to the other unit differs so also the salary or wages paid to the workers of different sectors also differs. The table here under shall dispute the salary paid to workers.

<table>
<thead>
<tr>
<th>Monthly Salary of workers</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rs. 500 – 1000</td>
<td>42</td>
<td>13.8</td>
</tr>
<tr>
<td>Rs. 1000 – 2000</td>
<td>114</td>
<td>37.4</td>
</tr>
<tr>
<td>Rs. 2000 – 3000</td>
<td>43</td>
<td>14.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>305</td>
<td>100.0</td>
</tr>
</tbody>
</table>
The above table 5.29 offers an account of the monthly salary paid to the workers. A majority of 37.4 per cent of the labours were getting their monthly salary from Rs. 1000-2000 as they worked in Service Units whereas 34.8 per cent of the respondents received Rs. 2000-3000 as their monthly salary and they worked in the SSI units and 13.8 per cent of them obtained salary up to Rs. 500 – 1000 and the workers of who obtained the salary above Rs. 3000 belonged to 14.0 per cent and most of these respondent belonged to Engineering, Textile industries.

The research revealed that most of the units located in industrial areas, industrial estates, paid salary to the workers which was comparably more than the units which are launched in commercial areas whereas the units of residential areas paid very less to their workers.

Table 5.29 attributes that majority of 80.2 per cent workers had good relationship with the respondent and they were satisfied with the facilities offered to them whereas 19.8 per cent of the workers had very good relationship with the owners and they were also satisfied with the facilities offered to them whereas 2.3 per cent of the worker was not satisfied by the facility offered by the unit but still the relationship of good with the owner, and 52.4 per cent, majority of the workers relationship with the respondent was just fair but they were unhappy by the facilities and 45.3 per cent of the workers relationship with the
respondent was bad and they were also not satisfied by the facilities given to them by the owners, of the units.

Workers relationship with Owners/worker satisfaction with the facilities offered.

Table 5.30 represents the picture of the respondents relationship with the workers and whether the workers are satisfied with the facilities provided to them such as the salary paid, work satisfaction timings of working schedule and others.

TABLE NO. 5.30
WORKERS RELATIONSHIP WITH OWNERS/WORKERS
SATISFACTION WITH FACILITIES OFFERED

<table>
<thead>
<tr>
<th>Workers relation with Owners</th>
<th>Very good</th>
<th>Good</th>
<th>Fair</th>
<th>Bad</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worker satisfied with the facilities offered</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>52 (19.8)</td>
<td>211 (80.2)</td>
<td>--</td>
<td>--</td>
<td>263 (86.2)</td>
</tr>
<tr>
<td>No</td>
<td>–</td>
<td>1 (2.3)</td>
<td>22 (52.4)</td>
<td>19 (45.3)</td>
<td>42 (13.8)</td>
</tr>
<tr>
<td>TOTAL</td>
<td>52 (17.0)</td>
<td>212 (69.5)</td>
<td>22 (7.2)</td>
<td>19 (6.3)</td>
<td>305 (100)</td>
</tr>
</tbody>
</table>

Note: Figures in Parentheses are percentages.
The above table 5.30 shows that among 305 respondents, 263 respondent's workers were satisfied with the facilities offered. Among them a majority of 80.2 per cent of them viewed that their relations with the workers was good and 19.8 per cent of the respondents workers relationship with them was very good.

Also 42 respondents viewed that their workers were not satisfied with the facilities offered to them and majority of 52.4 per cent respondents relations was fair respondent relation was fair followed with 45.3 per cent responses relation was bad and 2.3 per cent workers relation was good.

**No. of Machines used:**

Here, an attempt has been made to associate the total number of machines used for either manufacturing or by the service units. Table 5.27 represents this data collection.

<table>
<thead>
<tr>
<th>No. of Machines</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 5</td>
<td>172</td>
<td>56.4</td>
</tr>
<tr>
<td>5 – 10</td>
<td>91</td>
<td>29.8</td>
</tr>
<tr>
<td>10 – 15</td>
<td>20</td>
<td>6.6</td>
</tr>
<tr>
<td>15 – 20</td>
<td>17</td>
<td>5.5</td>
</tr>
<tr>
<td>20+</td>
<td>5</td>
<td>1.7</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>305</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
The above table 5.31 shows that majority of 56.4 per cent units consists of 1-5 machines followed with 29.8 per cent of them owe 5-10 machines in their respective units whereas 6.6 per cent of units have 10-15 machines and 5.5 per cent of the units consists of 15-20 machines, lastly only 1.7 per cent of the respondents have more than 20 machines in their units.

**Brand Name:**

A product to be made popular, needs lot of publicity. For products manufactured and produced in the market need a brand name. Every customer, before buying a product looks at the brand name. This table represents number products which have been given a brand name by the respondents. Data also shows the number of respondents who have not branded their products.

| BRAND NAME |
|------------------|-----------------|------------------|
| Brand name       | Frequency       | Percentage       |
| Yes              | 217             | 17.2             |
| No               | 88              | 28.8             |
| TOTAL            | 305             | 100.0            |

From the above table 5.32 it may be ascertained that a majority of 71.2 per cent of the respondent had brand names for their products where
as 28.8 per cent of the products belonging to 88 units did not seek any brand name.

The research study reveals that most of the manufacturing units that is, consumer goods sought brand names whereas the engineering units whose production was of valves, tubes, screw, bolts and others did not have a brand name. Besides the service units had their own brand names.

**Reasons for being Self-Employed:**

The term 'entrepreneur' is often used interchangeably with entrepreneurship, conceptually they are different. Entrepreneurship is the mission whereas women entrepreneur is the missionary (1992: 12).

Table 5.33 shall represent the reasons for why the selected 305 respondents were working as the women entrepreneurs.

**TABLE NO. 5.33**

**REASONS FOR BEING SELF-EMPLOYED**

<table>
<thead>
<tr>
<th>Reasons for working as women Entrepreneur</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>For necessity</td>
<td>43</td>
<td>9.3</td>
</tr>
<tr>
<td>To be self-employed</td>
<td>220</td>
<td>47.6</td>
</tr>
<tr>
<td>Improve the family status</td>
<td>55</td>
<td>31.3</td>
</tr>
<tr>
<td>Increase the standard living</td>
<td>145</td>
<td>31.3</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>463</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
The above table 5.33 describes the reasons given by the respondents as to why they were working, as women entrepreneurs. About 9.3 per cent respondents gave the reason that they work for the necessity because out 43 respondents who gave this reason 33 of the respondents were widows and 10 of them were unmarried. They worked as a necessity because they had to support and run the family. Entrepreneurship was a method to generate an income. A majority of 47.6 per cent respondents gave the reason that they wished to be self-employed and so they were working as women entrepreneurs, whereas 31.3 per cent of the respondents viewed that they had been self-employed as their chief goal was to increase the standard of living and 11.8 per cent respondent reasoned that they were self-employed as they wished not only to improve their status but also improve the family status.

**Interest in the present occupation:**

The respondents when questioned whether they were interested in the present occupation, they responded into two ways. Table 5.34 expresses their views.

**TABLE NO. 5.34**

**INTEREST IN THE PRESENT OCCUPATION**

<table>
<thead>
<tr>
<th>Interest in the occupation</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>275</td>
<td>90.1</td>
</tr>
<tr>
<td>No</td>
<td>30</td>
<td>9.9</td>
</tr>
<tr>
<td>TOTAL</td>
<td>305</td>
<td>100</td>
</tr>
</tbody>
</table>
Table shows that an majority of respondents, that is 90.1 per cent of them were interested in their present occupation and they were very happy with of their mode of selection of the product line. Whereas 9.9 per cent of the respondents did not like their present occupation. They were not interested and it was found that most of these respondents belonged to service units.

**Interested in the occupation / Reasons:**

This table No. 5.35 correlates and cross tabulates as to why the respondents are interested in the present occupation what are those reasons. The given table shall expresses the responses recorded.

**TABLE NO. 5.35**

**INTERESTED IN THE OCCUPATION/REASON**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular customers</td>
<td>120</td>
<td>10</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td>(92.4)</td>
<td>(7.6)</td>
<td>(42.6)</td>
</tr>
<tr>
<td>Regular payment</td>
<td>59</td>
<td></td>
<td>59</td>
</tr>
<tr>
<td></td>
<td>(100.0)</td>
<td></td>
<td>(19.3)</td>
</tr>
<tr>
<td>Satisfied with the occupation</td>
<td>96</td>
<td>2</td>
<td>98</td>
</tr>
<tr>
<td></td>
<td>(97.9)</td>
<td>(2.1)</td>
<td>(32.2)</td>
</tr>
<tr>
<td>Irregular customers</td>
<td></td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(100.0)</td>
<td>(2.3)</td>
</tr>
<tr>
<td>Irregular payment</td>
<td></td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(100.0)</td>
<td>(1.9)</td>
</tr>
<tr>
<td>Dissatisfied with the occupation</td>
<td></td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(100.0)</td>
<td>(1.7)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>275</td>
<td>30</td>
<td>305(100)</td>
</tr>
<tr>
<td></td>
<td>(90.2)</td>
<td>(9.8)</td>
<td>(100)</td>
</tr>
</tbody>
</table>
Table 5.35 cross tabulates the data collected as to why the respondents were interested in the present percent occupation. A majority of 92.4 per cent gave the reasons that they had regular customers and 7.6 per cent of them, though were not interested in the occupation, yet they had regular customers, and 100.0 per cent of the interested respondents had regular payments. Besides the majority of 97.9 per cent of the interested respondents reasoned that they were satisfied with the occupation.

Similarly 2.1 per cent responded that though they did not like the occupation. They were satisfied with the occupation only because their family members were happy with their occupation. Also 7(100.0) respondents who did not like the present occupation did not have regular customers and 6(100.0) other respondents viewed that they were not interest because of irregular payments. Lastly 5(100.0) respondents also were not interested in the occupation as they gave the reason that they were dissatisfied with the occupation.

**Respondents comments continuation of the present occupation:**

Table 5.36 exhibits the comments passed by the respondents as to whether they would like to continue the present occupation.
TABLE NO. 5.36

RESPONDENTS COMMENTS CONTINUING THE OCCUPATION

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue the occupation</td>
<td>275s</td>
<td>90.2</td>
</tr>
<tr>
<td>Dis-continue the occupation</td>
<td>30</td>
<td>9.8</td>
</tr>
<tr>
<td>Total</td>
<td>305</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The above table 5.36 reports that 90.2 per cent majority of the respondents would like to continue the occupation and 9.8 per cent of the respondents wanted to dis-continue the present occupation and change to other types.

Thus in this chapter an attempt has been made to understand the reasons which made the respondents to go in for entrepreneurship. It is noticed that a majority the respondents are achievement-oriented. They want to prove that they are able to overcome difficulties. Entrepreneurship is a bed of thorns, but still they have chosen this vocation because they want to fulfill certain ambition in life. Their goal is to be successful business persons and generate a good income. Success is their goal. They want to achieve an independent identify.