CHAPTER 1

INTRODUCTION

The rise of a large number of women entrepreneurs can be considered as one of the greatest achievement of independent India. During the past four decades, there has been a remarkable change in the field of women entrepreneurship. Today, these entrepreneurs are proving to be tough competitors. The spirit of having her own enterprise and be economically independent has made women to go in for entrepreneurship. Women entrepreneurs initiate, organise, manage and control the affairs of a business unit. These women entrepreneurs are self-employed in various fields. They are the controlling figures of economy generating activity. They propell the development of free enterprise.

Since centuries our society has been a male-dominated society, where a women’s place has been primarily confined to the home. Her role was limited to procreation and upbringing of children. For countless centuries Indian women had been subordinate to men and were socially oppressed. Different religions as practiced in India as well as the personal laws based on them consigned women to an inferior status to that of men. A woman could not lead an independent life and lived under the control of either her parents, her husband or her sons. This idea was reinforced by the Law giver Manu and was scrupolously followed for many centuries (Maurya, 1988). The early law books treated women as equivalent to the ‘shudras’ (Chitnis, 1991).
The position of women during the Vedic period was considerably better than during later periods. But it is true that during any historical period, women did not enjoy an equal position or status with men. The most noteworthy feature of ancient India during Vedic times was that women were given equal rights with men in all walks of life, including education. Women have been quoted as authors of some of the Samhitas of Rigveda. But as time passed on and conditions changed, women started to loose their privileges. The age of marriage came down, and being denied education, they lost their equality. They came to be considered as mere possessions. By Manu's time, they were ascribed completely to a dependant status. During the middle ages, seclusion was added to the existing subordinate status of women. In course of time, women became completely dependent, illiterate and oppressed, (Pillai, 1990). Their position by the 19th century had considerably deteriorated. The existing social, cultural and political climate has contributed in no mean way to this decline. So before Independence, a woman did not have an important existence of her own. She existed for men and always played the secondary role to them (Maurya, Ibid 1988).

Gradually, after Independence the social and economic status of Indian women has improved considerably. However their condition is not yet satisfactory. Even today, women by and large, whether literate or illiterate, working or non working, rich or poor, all suffer at the hands of men and society.
For the development of women, various efforts have been made at international as well as national levels. The recommendations of the United Nations World Conference of Mexico 1975, the Conference of the Non-Aligned and other developing Countries have deliberated on the roles of women in development – Baghdad 1979, recognised that the promotion of the status of women and their role in development represents one of the crucial strategic questions of the struggle for progress and a more human life. The role of women in national development was one of the high priority areas that needed to be addressed for entrepreneurship (Verma. J. 1989).

The planners in our country are also awakening to these facts. After Independence, our Constitution guaranteed complete equality. A series of progressive legislative Acts have removed many disabilities under which Indian women had to suffer. Today, Indian women are proudly entering into many spheres of human activity. They are enriching it by their valuable contributions. In India, to-day the social norms and cultural practices are viewed to double up their vigour and enthusiasm and to establish their identity. Entering into an unconventional line of business and to be successful in it is a real challenge for women of India, whose exposure and mobility until now were limited.
A need to accord a special place to women and help them to take due recognition of their capabilities has been increasingly recognised at the national and international levels. It is increasingly acknowledged that making women economically independent is the surest way to help them. Participation in economy generating activity will not only help the National Economy but will also help women in the process. Entrepreneurship is concerned with creating something new, organising production, undertaking risks and handling essential ingredients of economic development all over the world. An entrepreneur contributes to economic development through entrepreneurship. It also builds their self confidence.

Entrepreneurship plays a vital role in the economic development of a country. Entrepreneurship is an economic activity and can influence the economic scenario in a substantial measure. India is a developing country with abundant natural and human resources. Hence there is sufficient scope for the development of entrepreneurship in the country. An entrepreneur is also an essential factor of production just as land, labour and the capital. To empower women economically and make them self-reliant, the government of India has taken a number of measures to provide social and economic encouragement to women. Such measures are required to be geared in a proper direction.
Inspite of gender, discrimination, economic oppression and social limitations, women have begun to achieve fulfillment and success. Finance and facilities to women entrepreneurs are being given as also proper orientation on how to start an entrepreneurship. There is also a vast scope for self employment or entrepreneurship in rural, semi-urban and urban and the metropolitan cities in the country for women. The share of women entrepreneurs in India is to-day only 5.2%, whereas it is 20% in France, 25% in U.S. and 30% in Canada. Moreover women entrepreneurs in India have so far not stepped into any significant areas of production.

The growth of industrialisation is gradually pulling many women from the kitchen and towards income generating activities. Many women now-a-days are engaged in establishing various types of production due to the encouragement and facilities available to them. Though their number is not significant the increase is steady and many are successfully in their enterprise.

Women entrepreneurs today are in search of new opportunities for self-fulfillment. They want to prove their abilities and want to create a balance between their family responsibilities and their business lives. Often this Micro-business fits a women's life style. Today these entrepreneurs have became an important segments of economic growth. She puts up new green field projects that actually creates wealth, opens up employment opportunities and fosters other sectors.
An entrepreneur is one of the most important inputs in the economic development of a country or of regions within the country. Entrepreneurial competence makes all the difference in the rate of economic growth. In India, State and private entrepreneurship Co-exist. Therefore, the need for a broad-based entrepreneurial class in India arises from the need to speed up the process of activating the factors of production leading to a higher rate of economic growth, dispersal of economic activities, development of backward and tribal areas, creation of employment opportunities, improvement in the standard of living of the weaker sections of society also the involvement of all sections of the society in the process of growth.

Several factors go into the making of an entrepreneur. Individuals who initiate, establish, maintain and expand new enterprises constitute the entrepreneurial class. The Socio-political and economic conditions, the availability of industrial technology and know-how, state of the art and culture of business and trading existence by markets for products and services and the incentives and facilities available for starting an industry or business, all have a bearing on the growth of entrepreneurship. A conclusive environment has been created through the policies and interests of the government in economic and industrial development.

Women entrepreneurs can bring in an overall change through innovation for the maximum social good. Human values remain sacred and inspire women to serve the society. In this process, all these self-
employed women accelerate personal, economic as well as human development. Today, women entrepreneurs have become visionaries with outstanding leadership qualities. They have a desire to excel as an entrepreneur and give top priority to research and development. More importantly, entrepreneurial activities encompass all fields/sectors. It fosters a spirit of enterprise to compete with others and to develop an ambition to excel.

Women Entrepreneurs often cultivate a high level of administrative capability, flair, an ability for decision-making, computational skill, delegation skill, organisational skill, goods for communication and have sound technical knowledge. Such entrepreneurs stand a much better chance of success then their counterparts who possess none of these basic qualities. Besides it is the possession of these scarce qualities which confers an advantage on some women to become good entrepreneurs.

Entrepreneurial development is a subject that has assumed great importance and is bound to be one of the dominant topics of discussion during the decades to come. Resistance to change can be resolved by involving people in the process. The remedy lies in fostering an entrepreneurial spirit among people.

In order to understand the true extent of the progress made by women entrepreneurs and to gain a fair idea of their success or otherwise,
the nature of the problem faced by them and thereby gain a better knowledge of the topic, an attempt is made to review the available literature.

CONCEPT OF ENTREPRENEUR:

In the overview of literature pertaining to the concept of entrepreneur is absolutely essential. For a long time there was no equivalent term for 'entrepreneur' in the English language. Three words were commonly used. To note the sense the French term carried the meaning: adventure, undertaker and projector. These terms were used interchangeably and this lacked the precision and characteristics of a scientific expression (Gopak kumar, 1995). Hence the term 'entrepreneur' did not find any prominence in the history of economic thought. The earliest attempt to invest the concept with some economic content could be traced to the works of an 18th Century French writer, Bernard F. de Belidor, who defined entrepreneurship as buying labour and materials at uncertain prices and selling the resultant output at contracted prices (Hoselitz, 1960). Entrepreneurship as a concept gathered prominence in economic literature mainly through the writings of Richard Cantillon, who gave the concept some analytical treatment and assigned the entrepreneur an economic role by emphasizing on 'risk' as a prominent entrepreneurial function. According to the Encyclopaedia Britanica, 'entrepreneur' means
individual response for the operation of a business, including the choice of a product, the mobilisation of necessary capital, decisions on product prices and quantities, the employment of labour and expanding or reducing the productive facilities.

According to Weber (1930), entrepreneurs are a product of the peculiar social conditions in which they live, and it is the society which shapes the personality of individuals as entrepreneurs.

Entrepreneurs represent an individual or a group of individuals who conceive, initiate and maintain for a sufficiently long period of time a social institution which produces economic goods or to put it differently, who perceive a business opportunity and create an organisation to purpose it.

According to Schumpeter (1961) an entrepreneur was a dynamic agent of change, or the catalyst who transformed increasingly physical, natural and human resources into corresponding production possibilities.

David (1962) opined that the prime motive of the entrepreneur was to accumulate and without motive there should be no accumulation to facilitate capital formation and economic development. Entrepreneurs are universally acknowledged as new men or women who provide industrial push to a society and project it in to the path of economic growth and modernisation.
According to Cole (1968), the term entrepreneur represents an individual or a group of individuals who conceive, initiate and maintain for a sufficiently long period of time a social institutions which produces economic goods or to put it differently, who perceive a business opportunity and create an organisation to pursue it.

According to Feeds and Stainton (1978) entrepreneurs are those who initiate, establish an economic activity or enterprise they take decision bear risks and are involved in organising and co-ordinating the other factors.

According to Kirgner (1979) stated that the entrepreneurs perform various functional roles as risk taker, decision maker, organiser or co-ordinator, innovator, employer of factors of production, goal seeker and input complete arbeiter. According to him an entrepreneur being alert to economic opportunities, he uses information which is advantageous for his own profit.

According to Drucker (1985) an entrepreneur is one who always searches for change, responds to it, and exploits it as an opportunity. Entrepreneurs innovate and innovation is a specific instrument of entrepreneurship.

According to Mokry(1988) entrepreneur is a symbol of individualism and a mysterious link between idea and product, has gained visibility or attention on has began to focus on innovation, competitiveness and productivity.
Bisht and Sharma (1991) have stated that economic development is the outcome of production or industrialisation, and production or industrialisation leads us to the man-known in the business world as an "Entrepreneur" the change producing force in economic life. Entrepreneurs are the person who initiate, organise, manage and control the affairs of a business unit that combine the factors of production to supply goods and services, whether business pertains to agriculture, industry, trade or profession.

Sundari (1995) defines an entrepreneur as a person who organises, runs and is responsible for a business enterprise to make a profit. In the process he/she has different roles to play and differentiation to take.

According to Stoner (1996) an entrepreneur has the ability to take into consideration the factors of production, land, labour and capital and use them to produce new goods or services or is the originator of a new business venture and a new organisation for that venture.

Kanka (1998) opines that an entrepreneur is one who has an urge to do, create something new organise production, undertake risk and handle the economic uncertainly involved in running enterprises is called entrepreneurs. Thus the set of such attributes which the entrepreneur possesses, is called entrepreneurship. Entrepreneurship refers to enterprising or achieving attitude.
So also there are many well known scholars such as Ramana (1990), Papaiah (1985), Risas (1989), sara, (1990) Prakasan (1992), Shailendra (1993), Richart and Maurer (1986) and others who observe that entrepreneurs are the economic leaders who possess the ability to recognise opportunities for the successful introduction of new commodities, new techniques and new source of supply and to assemble the necessary plant and equipment, management and labour force, and organise them into a running concern. An entrepreneur is also a bearer of uncertainly and one who is compensated for it by the residual income called profits. The primary function of an entrepreneur is to decide what to do and how to do it without being certain about possible future benefits.

Late industrialisation and the active interventionist participation by the government, at least in the early phase of our development, has given a different dimension to entrepreneurship in the context of a developing society, which does not allow us to assume that an entrepreneur is an innovator or an input co-ordinator. In fact it is only a very highly selective version of history which gives us the picture of the entrepreneur as either an innovator or a co-ordinator. This can be understood from the detailed analysis of the evolution of the concept “entrepreneur”.

The interpretation of the term “entrepreneurs” has been changing ever since the days of mercantile capitalism. There was no definite term to
refer to function of the entrepreneurs. In 1697, Daniel Defoe used the term ‘projector’ to refer to Schumpeter’s ‘creative entrepreneur’. But Defoe points out the ambiguity of the term ‘projector’. Referring to some 1,705 usages of this term, he remarks that “the term had an invidious flavor and was applied to either fraudulent or highly speculative enterprises.” Such early definitions of the term ‘entrepreneur’ recognized more of a mercantile quality in the entrepreneur. Individuals who bought labour and materials at variable prices and sold their products at fitted (Profit) prices were described as entrepreneur. Cantillon’s definition of entrepreneur falls in this category. He defined the entrepreneur as a person who buys factor services at certain prices, with a view to selling their products at an uncertain price in the future and as such becomes a bearer of an uninsurable risk.

The next stage in the development of the concept of the entrepreneur emerges during the early phase of capitalism. In this stage the capitalist himself becomes the entrepreneur. But even in the initial days of capitalism, the above mercantile image of the entrepreneur did not change drastically. This can be understood better from the works of classical economists who did not differentiate the role of the entrepreneur from that of the capitalist. Frederick Harbisons has pointed out that classical economists, led by Adam Smith, never recognised the role of the entrepreneur as separate from that of the capitalist.
It was only with the neo-classical economists that the role of the entrepreneur has come to be clearly defined. The role of the entrepreneur now comes to be seen as distinct from that of the capitalist. Schumpeter (Ibid) identified the fourth factor of production in the form of the entrepreneur as an ‘innovator’. He argued that the concept of ‘innovation’ cover the following five cases:

1) The introduction of a new product.

2) The introduction of a new method of production.

3) The opening of a new market.

4) The concept of a new source of supply of raw materials or half-manufactured goods.

5) The carrying out of the new organisation of any industry like the creation of a monopoly position or the breaking up of a monopoly position.

Therefore in Schumpeter’s view entrepreneurship is a creative activity and according to him, business leaders are not simple owners of capital. They are the innovators who introduce something new to the economy. The innovation may be in the filed of the method of production or it could be a new market which is yet to be exploited.
REVIEW OF LITERATURE:

Having understand the meaning of the term “entrepreneur” it would be essential to analyze the role of women entrepreneurs in world in general and in India in particular through the studies conducted by well known scholars.

It is a well known fact that in India to-day women have gone in for entrepreneurship with all the help and faculties given by the government and a liberal attitude of the society in general. Hence an attempt is made here to review the literature on women entrepreneurs.

Dr. D. Sivaprakasam (1998:51) in his article makes a critical study on entrepreneurs, he has highlighted various definitions of “entrepreneurs”. He observes that a sharp exposure of the term ‘entrepreneur’ was found in the writings of Joseph. A. Schumpeter who says that entrepreneurs are innovators who introduced new markets, the conquest of new source of supply of raw materials or half manufactured goods and the carrying out of the new organisations of the industry. Further the author says that an entrepreneur can be called as successful entrepreneur only when he/she invents new products and manufactures them to expose these new invented products to the market.

The author seeks to define the characteristics of entrepreneurs in the modern era. They stand as the agents of change in the society. He
concludes that an entrepreneur's aims to optimise his/her projects through innovative means. They should possess the will to act, and be ready to assume risks. They should organise human resources for the production of goods and services to generate and multiply economic and social activities that induce changes in the societies.

A.M. Shah, D.S. Baviskar and E.A. Ramaswamy (1996:261) acknowledge the fact that women's issues cannot any longer be ignored. In a sample study of 306 women entrepreneurs selected from the city Pune, it was found that women were increasingly seeking entrepreneurship as a result of increased literacy rate. Also the increasing opportunities gave rise to new aspirations among women. Modern educated women want to get out of the age old traditions. They want to come out of the domestic tasks and form their own independent identity. The study concludes that women have entrepreneurial talents which could be harnessed to convert them from a position of job seekers to one of job givers. The authors conclude that the psychological drive for monetary gain and the desire to improve their economic condition stand as an essential factor for the emergence of more women entrepreneurs in India.

Susmita. Mukhopadhyay (1996:327) has studied the status of middle class women entrepreneurs residing in Calcutta. She has selected a sample of 190 women entrepreneurs through random sampling procedure. She observes that though entrepreneurship is universally accepted,
women's roles and activities are still very much confined to her family and home. However, women no longer want to remain confined to their homes as mere house wives and mothers. Instead they want to follow the challenges with the support and approval of their family members. They wish to seek work outside their homes. The author further observes that women entrepreneurs of Calcutta are educated. Most of them are from the middle class families. Hence they have built up their own economic identities by engaging in different entrepreneurial activities. Many of them have faced several problems related to finance, raw materials, transportation and above all competition and had to overcome them. However they are struggling to come forward. About 60 per cent of them were successful entrepreneurs while the remaining 40 per cent to of them were in debt. And among them some were declared as having sick units.

Medha Dubhashi Vinge(1987) has studied fifty women entrepreneurs residing in Delhi. She has analysed the social perspectives of women entrepreneurs. It was a crucial period in the economic history when the question of women's contribution to development arose. Women of Delhi took it as challenge. Many of them took advantage of the schemes and established their own units with proprietorship ownership, partnership ownership and also group or private ownership. The author concludes from the study that most of these women entrepreneurs came from nuclear families and had a good educational background. The study reveals that a
majority of the respondents in the sample were from professional families, followed by those with business family back grounds. A few came from families of government employees. So the family background also played an important role in motivating them.

Saxena(1990:30) has conducted a study of 110 women entrepreneurs from rural areas. These women belonged to joint families. Because of their low standard of living and poverty, these women decided to come out of their social restriction and raise their economic status. These women sought financial support from the Khadi Village Industries Commission (KVIC). The development and growth of home industries and cottage industries can be viewed as the social aspects of poor rural women entrepreneurs. Many of these rural women are successfully running household industries with the assistance of the KVIC today.

Mangai & Leelavathi (1992) through their case studies of women entrepreneurs in the Coimbatore district reveal that most of the entrepreneurs were educated and had their vocational training’s such as computer, handicrafts, tailoring, beautician courses, repairs of watches, T.V. and Radio’s etc., Further 10 per cent of them had invested their own capital and established their own unit. Only a few of them took financial help from Nationalised Banks, Money lenders, or Co-operatives. For their success they relied on their family members and friends who proved a major source of inspiration and motivation for these entrepreneurs. Out of
30 respondents, 13 of their income was at lower level, whereas 9 of them had their working capital from Rs. 5,000 to 10,000 per month. Whereas the service units such as beauty parlour, computer centers, campher units etc., brought forth appreciable economic returns. Hence it was found that rather than the manufacturing units, service units were more successful and gained substantial profit.

Chatruvedi (1998:22) has conducted her study on women entrepreneurs, by taking samples from Jabalpur. She has specifically highlighted in her study the aspect of caste. She has categorised the respondents according to their caste background, their family backgrounds and educational achievement. She has found that they were engaged in different types of manufacturing of a variety of consumer and industrial products. Among them 75 per cent of the members belonged to upper castes and middle castes families, whereas the remaining 25 per cent belonged to lower caste families with relatively low educational achievement. About 37 per cent entrepreneurs were educated and were graduates. The study reveals that 68 per cent members of such organisations belonged to lower ages group i.e., they were below 35 years and the remaining were educated above primary level and the age group which they belonged was above 40 years. These entrepreneurs however were not highly educated, yet had their own talent in handicrafts. They proved themselves as successful entrepreneurs. Hence it can be assumed from the study that women entrepreneurs of Jabalpur needed support from the
government and the SSI units so as to help them market their products and goods.

Yadav and Azad (1987:11) have revealed in their study that women entrepreneurs were engaged in allied enterprises for rural developments. The authors perceive that the proportion of education and castes groups are heterogeneous. Their study shows that 78 per cent of the upper castes were educated whereas only 22 per cent of them were illiterates. While the remaining in the sample, about 77 per cent were illiterate and they belonged to lower caste. The upper caste entrepreneurs were engaged in the manufacturing of Engineering goods, where the total amount of investment was between Rs.5 lakhs and above 10 lakhs. The lower caste women were involved in handicrafts. So the need for training and financial security was necessary to provide and develop the illiterate women and their units. Only this will develop their individual condition and also the economic condition of rural women, the authors conclude. Rural India would have an all round development if rural women entrepreneurs are encouraged to run their cottage units successfully.

Mohiuddin (1987:14) has conducted a comparative study of women entrepreneurs from Kerala and Andra Pradesh. The study shows that most of the entrepreneurs of Andra Pradesh were illiterates and their families also belonged to illiterate groups. However they were still successful as they had taken traditional family based enterprises like Basket Making,
Coir work, tailoring, embroidery works, candle making, papad and pickle making etc., Instead, the entrepreneurs of Kerala who run successful enterprises were educated and came from literate families. They were involved in both family based as well as non-family based enterprises and gained higher profits. They manufactured Mosaic tiles, Crockery items, paintings, food processing’s, bamboo works, batik paintings, ready made garments and many others. Though both the women entrepreneurs of Kerala as well as Andhra faced problems, which were varied in nature yet they faced these problems successfully and were struggling hard to prove themselves as no less equal to their male counterparts.

Singh (1987:21) has analysed in his study on women entrepreneurs residing in the rural areas of India. He has collected a sample of 260 respondents. He is of the opinion that the basic constraint faced by women entrepreneurs in the rural areas in their development was the lack of 'Literacy'. He opines that for an illiterate woman it is difficult to understand various schemes. They are not aware of the programmes especially made for women entrepreneurs. In order to remove this constraint it is necessary that more Co-operative educational programmes, and Saksharata programmes be organised in rural areas.

This would certainly change their minds to make women folk from rural areas more literate and help them to seek entrepreneurship and run their enterprises successfully.
Natarajan and Thenmogay (1991) have conducted a case study in Jaipur on 27 women entrepreneurs. There were only small groups of women entrepreneurs as very few women had taken up entrepreneurship. It was found that 18 respondents were graduates and they were successful. The remaining 9 had their education up to seventh standard and among them four had set up their own successful units. The remaining five though they established own their units had remained unsuccessful and their units were declared by the bankers as sick units. These entrepreneurs had put their own capital investment to reintroduce their units. The authors observe that women entrepreneurs of Jaipur need financial support from the Nationalised Banks.

Anna & N. C. Pillai (1991:61) in their empirical study of women entrepreneurs located in Kerala, where women outnumber men. Their literacy rates were also quite high and almost all women were educated. Many of these women had sought entrepreneurship. Most women were engaged in professions like teaching, nursing, medicine, law services, civil services etc. The factors that motivated and compelled them to become entrepreneurs are associated with the fast rate of growth in Kerala. The ambition to be economically independent, to overcome unemployment and encouragement by the state government and its agencies, the success stories of other women entrepreneurs led the women of Kerala to go in for entrepreneurship. The authors have analysed that entrepreneurs preferred
to start their units in their hometown or near home and their choice of trade line was influenced by production of consumer and industrial products which were locally popular.

Singh (1964) has conducted in an empirical study of 25 Small Scale women entrepreneurs engaged in the manufacturing of light engineering goods located in Agra, a North Indian town. He concludes that the factors that have induced them to start their ventures is the relationship between size and age structure of firms and the source of initial finance. The study further reveals the dominance of merchants and manufacturers in the small scale sectors. He analyses that there was no relationship between the traditional business and the present manufacturing activity. The profit motive is the main motivational force as they do not show dependence on financial agencies and governmental institutions for their initial financing.

Oommen's (1972) study of 45 entrepreneurs provides an insight into the emerging pattern of entrepreneurship in the Small Scale Industrial Sectors of Kerala. He highlights the growth of light engineering industry and assesses the impact of government programmes like the formation of industrial estates, rural industries projects and many others. The author found different categories of entrepreneurs like technicians, merchants industrialists, rural artisans. He has compared their investment annual turnover and employment potential and observes that, "Former factory workers and rural artisans formed a dynamic category of entrepreneurs"
(Ibid:187). Besides the study proved that, more than one fifth of the units are run by migrants, engineers and technicians who constitute the single largest group. The author opined that there were SSI units, but to bring about their progress, Kerala had a lesser proportion of entrepreneurs. To develop industrial entrepreneurship he suggests that "industrial entrepreneurship may be developed by encouraging present industrial entrepreneurs to improve and expand their enterprises and by affording facilities for potential entrepreneurs to embark on new industrial enterprises" (Ibid: 188)

Nikhade & Patwardhan (1982) have collected a sample size of 80 women entrepreneurs from Baroda, a city in Gujarat. Nearly 33.75 per cent of the respondent were engaged in stitching, and knitting. They were also engaged in embroidery & zardosi works. 22.5 per cent of entrepreneurs were doings crafts and other items. They faced many marketing problems but as they did not achieve the targeted demand for their products, they have began to export their goods to other states where there products were recognised and were in great demand. Thus they gained profits. Besides, the non-working women of Baroda also became inspired by these entrepreneurs and they too joined them by assisting them. After sometime they established their own units and were found to be successful entrepreneurs. The authors analyze that these entrepreneurs were not highly educated, yet they passed themselves and managed their units.
C. Maharulade (1985:28) conducted an indepth study of women entrepreneurs residing in Kolhapur, with a sample size of 92 women entrepreneurs, they were engaged in allied occupations such as manufacturing of crockery items, Glass tubes, Moulds steel industries, Mosaic tiles, cement bricks and these women were highly educated in technical fields and few entrepreneurs who were less educated, but had taken vocational training were engaged in the production of candles, agarbatti, food products, Kasuti Sarees and other handicrafts. The author concludes that still many women folk could become self-employed and for this he suggests that “industrial entrepreneurship may be developed by encouraging present industrial entrepreneurs to improve and expand their enterprises and by affording facilities for potential entrepreneurs to embark on new industrial enterprises” (Ibid:188).

Morris (1968:28) has studied the various African entrepreneurial systems. He has taken up case studies of 50 small scale entrepreneurs, all of whom had received loans from the Kenya Government Industrial and Commercial Development Corporation and were engaged in manufacturing many types of products. The author has deeply probed into their organisational structure. Source of capital, labour, methods of pricing and accounting, progress, the period of credits granted, and their future plans. He found several barriers among the African entrepreneurs such as the lack of education and social standing, unfamiliarity with market, exclusive
dependence on government, scarcity of capital, very heavy competition faced by the African entrepreneurs.

Eugene Z. Cross (1978:5) presents empirical evidences on men entrepreneurs and women entrepreneurs who have joined small businesses and have overcome many hurdles to become successful entrepreneurs. In this study in U.S.A, he ascertains some small businesses were started by entrepreneurs with small investments and the success of their output motivated them to establish large industries. He opines that “Entrepreneurs are persons with some knowledge or skill in a business field, and who take financial support and who take risks of venturing into business in various states of preparedness or unpreparedness (1978:33) Most of the male entrepreneurs were engaged in manufacturing engineering goods, electrical goods chemical products while women entrepreneurs were mainly producing ready food packs, snacks, stationeries, garments and some of them were also running service centres. These entrepreneurs faced heavy competition in all aspects such as price, quality variations in product design and above all marketing. Hence the author suggests that entrepreneurs must find complementary and supplementary skills before establishing their own units. They should seek trainings, experiences in the products line manufacturing and the skills of managing and controlling the units leads entrepreneurs towards economic development.
K. Indira (1990:82) in her study, attempts to draw a profile of women entrepreneurs from the slums of Hyderabad and Secundrabad. It refers to the entrepreneurs engaged in any business activity, set up primarily through her own efforts, for monetary benefits. The sample of 300 women entrepreneurs from the twin cities was taken for survey. These entrepreneurs were found to be homogenous. A majority of them came from similar family backgrounds i.e. nuclear families and they belonged to particular age groups. Further the study probed into their economic status, in terms of the income and other related activities. The interesting point noted was that almost all of them were ready to take up any risks and overcome them. They had proved to be good decisions makers as they were engaged in different businesses. It was revealed that women entrepreneurs of the twin cities faced major problems and it was especially with regard to finance. Inspite of the training facilities and guidance there was a dearth of government efforts and programmes or schemes which supported them financially. So the urgent need of financial assistances schemes was necessary for them.

Amitabh Mukherjee (1990 : 20) describes how entrepreneurs shape their roles in the economic aspects. Entrepreneurs create new opportunities so also they do not destroy the old ways of doing things. The author views that entrepreneurship are now well known economists of our society as Schumperter once called “the creative destruction of capitalism”, which is
the process to replace the old by the new, the inefficient by the efficient and the lowest quality by the superior quality product. The author views that by empowering women economically and by making them self-reliant, the government of India has taken a number of measures to provide social and economic encouragement to women. Such measures are to be geared in the proper direction. Inspite of gender discrimination economic oppression and social limitations, women could achieve fulfillment of successful life. Besides, the provision of finance and facilities, the women entrepreneurs have to be given proper orientation on various facts pertaining to their job.

Grover & Grover (1990 : 36) reveal the measurement of behavioral changes among women entrepreneurs through income generating projects. Women entrepreneurs in India they observe are bound by age-old customs, culture and heritage and their family. They are restricted in doing business. They are engaged only in a narrow range of entrepreneurship such as for example garments, leather goods, foods, pickles, papads and in other small business which need small investments. The attitude of society towards them and the constraints in which they have to live and work, are not very conducive for successful entrepreneurship. Inspite of the constitutional equality, in practice the attitude of men is not only tradition bound but also sometime even hostile. They still suffer from male reservations. This attitude of reservation creates difficulties and problems at all levels. He
attributes the all round growth of entrepreneurial talent to favorable, timely and appropriate government policies and quick adaptability by the enterprises.

Hundal (1977: 28) has conducted a survey of 184 small scale industrial entrepreneurs. He has revealed the motivational factors associated with the differential rate of industrial growth and tries to estimate their achievement motivation and attitude towards labour unions. Entrepreneurs were highly motivated and were personally interested in assessing their jobs, satisfactions, job prestige, level of aspirations and interests and value patterns. According to the study, the aspirations, achievement motivation and investing tendency, are associated with a fast rate of economic growth. The pessimistic tendency and a hoarding tendency seems to be related to slow rate of growth.

Kunkel (1970: 260) has put forth a theory of entrepreneurial supply. The theory brings out about four structural patterns which states the dependency of industrial entrepreneurs within a society or community i.e limitation structure, demand structure and opportunity structure and lastly labour structure. The author opines that entrepreneurs depend upon the existence and extent of the four factors that are found in the society. The hypothesis states that "the incidence of entrepreneurship depends on both the objectives and the perceived configuration regarding the four structures."
Pathak (1972) explains about a small group of entrepreneurs who were involved in small scale industrial units consisting of a sample of 12 entrepreneurs. They were selected for the study from the industrial estates. He felt that almost all entrepreneurs enjoyed identical infrastructural facilities like availability of electricity, water and roadways. Further it was found that there were also problems faced by them and they were at three distinct stages of inceptions, i.e. operation, and expansion, and diversification. Pathak tries to identify the factors such as their family—education background, social contracts—financial supports, skills—abilities, attitudes—aspirations etc as important factors in entrepreneurship. They are important for an entrepreneurs to be successful. The author add his views regarding the growth of entrepreneurial talents which should be favoured, timely and appropriately. The government schemes and policies should be adopted by entrepreneurs to successfully run their enterprises.

K. L. Sharma (1975) has selected 100 small scale entrepreneurs from Kanapur, Agra, Firozabad, Varanasi and Meerut. He examines their roles and performances which were inspired by the family members and husbands. Most of them belonged to joint families and their fathers or husbands were businessmen. So they were inspired by them. The respondents also wished their children also to be well known entrepreneurs like them. These were the attitudes and aspirations of the woman entrepreneurs. Most of these entrepreneurs faced marketing problems as
the retailers would cheat them of their commission and they often had to sell their products at cheaper rates. Finance was not their problem but marketing was the main negative aspect a reason for the decreasing number of women entrepreneurs. The author concludes from the study that a government Marketing Association should come forward to help these entrepreneurs in marketing their products and help them to attain favourable prices for their products.

C. Swarajyalaxmi (1992) opines that women entrepreneurs in industries have established their independent status in the economic fields. She has described women entrepreneurs of Bangalore in various fields, their socio-economic conditions, about their industries and above all the problems of which these entrepreneurs face are revealed. The main objective of the survey was to evaluate the performance of successful units. The technically qualified entrepreneurs according to the survey, are found to be full of enthusiasm, have a creative urge, are self reliant and are hard working. They are successful as these women are future oriented. Also a few women entrepreneurs were engaged in trading units and who were very hard working. They were well versed in marketing and commercial aspects of production, but were less equipped in terms of education and training. Women entrepreneurs who are not technically educated are found to be diligent, but have a limited range and skills.
Anna and Pillai (1990) have collected a sample of 102 women entrepreneurs residing in Kerala. They found that 72% of the respondent had taken up entrepreneurship to gain independent economic status and unemployment was the compelling reason to start an enterprise. They viewed that they were the products of self-development. The authors have found that, the consideration of caste, family occupation, father's occupational status, financial help given by the family etc were very important for one's entry into manufacturing field. A majority of entrepreneurs hailed from the upper caste strata. They were blessed by a sound socio-economic background. These entrepreneurs people have very good response from the customers towards their products. Further the author has studied the problems faced by women entrepreneurs belonging to organised and unorganised sectors. The knowledge of various schemes and government policies formulated especially for women entrepreneurs by the government of Kerala has helped them immensely in the success of these enterprise.

K.Seetalakshmi & K. Shanti (1995 : 74 ) have evaluated the sample study of 51 women entrepreneurs hailing from Tamil Nadu. These entrepreneurs perform very well in business, inspite of the multifarious problems faced by them and the authors feel that a good future awaits for them in their business career. In the Indian context, women's mobility is highly restricted and their exposure is limited. While in advanced
countries both men and women equally share the responsibility of home-making and child care, in developing eastern countries home-making is still the exclusive responsibility of women. Inspite of all this, attaining success in business is a real challenge for women of India. A women rite from her childhood is oriented only with her family members whereas they should be made bold and risk loving. This is really an difficult task for Indian women. Their mental makeup is not tuned for self-employment. The impediments to be overcome on the socio-psychological side is much more severe than prevailing on the economic side for self-employment. With the result, women do not pick up enough courage to venture out for self-employment. Inspite of such difficulties a few women entrepreneurs are to be found shining very well and have adopted novel, innovative strategies to retain their market. The author comes to the conclusion that women perform very well in business inspite of the multifarious problems faced by them and a good future awaits them in business career.

Medha Dubhashi Vinze (1987) has conducted a socio-economic study of women entrepreneurs residing in Culcutta. This study was undertaken at a crucial period when the question of women’s contribution to development was discussed all over the country. The author views women entrepreneurs as the important change agents of the society. The study includes different characteristics of women entrepreneurs. It also covers about the socio-economic developmental aspects. Various
approaches to the different organisations and the organisational services, working to improve the conditions of these women entrepreneurs are brought out. Among the 50 samples collected, most of them were involved in manufacturing and their products had a good demands. They also faced many problems. Raw materials scarcity was the major problem faced by them. The author views that raw materials ought to be provided to entrepreneurs by government at concessional rates. This would lead to the growth of entrepreneurs.

Howard. H. Stevenson (1988:5) in his survey on entrepreneurs is of the opinion that there is increasing concern about our economy and society. The author views that society needs entrepreneurs in order to create jobs, to introduce innovations and to prove productivity. Entrepreneurs meet many challenges created by international competitions. The growing number of entrepreneurs in the work forces, shows the need to be supported both by the social and economic aspects.

Aravinda and S. Renuka (2002:27) have endeavored to examine the profile of women entrepreneurs as it is a new phenomenon. This study was taken up to analyse a come entrepreneurs from the perspective of the socio-economic background, upliftment of women entrepreneurs, and factors influencing the women entrepreneurs. The study examines the work home role conflicts faced by the women entrepreneurs. The sample for the study consisted of 100 women entrepreneurs selected from Hyderabad.
The selected respondents were divided into three basic groups i.e. Service sector, Trading Sector and the Manufacturing Sector. From the responses obtained from this study we understand that there is an absolute need for encouraging of entrepreneurship development programmes and support for women. Women entrepreneurship requires a congenial entrepreneurial climate which can motivate and facilitate women to take up an entrepreneurial career.

Desingu Setty(1990 : 87) stresses his views regarding entrepreneurs. The chief motive of doing research was to highlight the problems regarding the manufacturing of products, raw material problems and marketing problems. Entrepreneurs were happy with their units. Entrepreneurship as an economic activity, emerges and functions in a sociological and cultural setting. If could be conceived of as an individuals free choice activity or a social group’s occupation or profession. Most entrepreneurs face raw materials problems as they are available seasonally and for a few transportation, was the biggest problems as their units were located on land which were far from the city in the industrial areas.

The author also views that there are two main sources of supply for entrepreneurs. One comprises the group that are already engaged in some entrepreneurial activity by traditional and the other, consists of non-traditional entrepreneurial groups. In the case of individuals and groups who are already engaged in core or peripheral areas of entrepreneurship,
the base is already there, their values and preferences are congruent to the
idea of further growth and development in their entrepreneurship.

K. Ravi Chandra (1991) has discussed about the pre-independence and post-independence scenario of entrepreneurship in India. He has
put forth a comparative analysis of successful and unsuccessful entrepreneurs by taking into account concern a list of factors that influence their
functioning, such as their background, personality, attitudinal and managerial career past, present and future. He has also suggested
guidelines for the entrepreneurial development agencies as to provide financial assistance at the time of entry into the units and for those sick
units also. The SSI's should be provided with such facilities where in they can easily market their products and sell them, the availability of raw materials should be made possible in the native places. These entrepreneurs should be motivated towards success.

Mohandas (1987: 15) in his article lists various categories of entrepreneurs and their field of selection of production such as engineering
goods, chemical goods, plastic products, handicrafts and so on. The sample was selected from Madras. These entrepreneurs were highly
motivationed in nature. They had very good relationships with the workers. It was found that most of them had encouraged many house
wife's to involve themselves in manufacturing of home products such as pickles, papads, jellys, snakes, vermicilli sweets and many others. Lastly
the author views and suggests that entrepreneurs should live in their residential areas and locate their units in the industrial areas. For this government assistance such as finance, land, sheds, water, electricity should be provided sufficiently.

Udayakumar & T.N. Shreedhara (1985 : 31) state that the growth of entrepreneurs could be found only after independence. Conscious efforts had been made towards economic and social transformation. India followed a socialistic pattern of development policy within the framework of Five-year plans. Besides, the author says that though many plans were made regarding the development of women entrepreneurs, yet entrepreneurial development could not be achieved. Similarly socio-economic objectives could not be achieved. The writers views that it was only during the late sixties that the small-sector began to be recognised as an instrument for tapping latent entrepreneurial talent. The evaluation studies on EDP shows that the number of trainees who started business units after training intervention is not up to the expected levels. The authors explores the reasons why many are not able to exploit the opportunities that come in their way. An inquiry into the factors responsible for such poor results, shows that it is necessary at this juncture the economy to develop. It is heading now towards a reassonary trend.

Charles. W. Hoger & William. R. Sandberg (1987 : 11) points out that new venture attain success, whether by individuals or by established
corporations, not just as a matter of luck, but by trying enough times until one finally makes it. It can be influenced by paying attention towards improving, developing the entrepreneurial aspects. The authors view that one single individual or organisation cannot change the structure of an established industry. In a corporate venture, one can choose individuals who possess the behavioral traits associated with successful entrepreneurship. In the case of individual entrepreneurship, one can seek work, experience and education certainly will help one to master these into such skills. The authors conclude that increasing academics, practitioners and government officials are becoming aware of the significant impact that successful new ventures have on the basic economic health and the fabric of a 'post-industrial' society. In this study a series of practice guidelines are provided for the selection of units, products, improvements, developments of all new ventures of all types and almost all entrepreneurs attain success.

Sue Birely, Caroline & Peter Saunders (1982 : 27) analyse the characteristics of female participants attending pioneering entrepreneurship developments programmes, which form a part of the economic strategy directed at increasing the quality and quantity of new firms. The participants did need not have a business plan, finance as well as formal education which is an essential aspect for entrepreneurs. The authors found that new firms had virtually ignored the female entrepreneurs, although few recent studies had provided guidelines for this exploratory
study. The study covers four basic areas – her motivations, social backgrounds, types of business which she has established and the problems of female entrepreneurs, which differ very little from their male – counter parts. The main stimuli cited among these women entrepreneurs was to achieve self – independence and be economically independent. The results of the study tend to suggest that a general lack of managerial experience and personnel management in particular, is not entirely a barrier for women entrepreneurs. Women do possess both motivations and the ideas. The growing population of women entrepreneurs will in turn look to women as customers in their new endeavours. Beyond this, no strong evidences can emerge to support female entrepreneurs.

Stanley & John Hays (1984:87) have studied on women entrepreneurs. And a paper was read on this. Further they reviewed on the typology of female entrepreneurs and a comparison was made on the paper one presented by Gofee and Scase (1985). They found significant changes, and differences. Also a few similarities were found in their study. The study relates to features of female women entrepreneurs, employment options for women entrepreneurs and their future options were discussed. Distinctions were marked on the typologies of entrepreneurs in the authors views. A comparative study was made and it indicated recognised differences between different categories of women entrepreneurs. The authors stress in
their article on the developmental process, options, schemes, programmes especially made for the welfare of women entrepreneurs.

Ranjeet. K. Asthana (1991: 35) says that there is an urgent need for evolving an entrepreneurship development programme to equip the latent issues to take advantage of the growing opportunities. The main task ahead is to ensure creation of maximum opportunities in the country to encounter the growing unemployment problems. The author lists out the major schemes especially sponsored for the growth of entrepreneurship. He also says that there is a need to fix a target to train a certain number of new entrepreneurs every year and among this include a group of large number of women entrepreneurs. In his study, he has in detail analyzed the types of entrepreneurship, modes of selecting the product line, provoking schemes and financial assistances. For these purposes, co-operation of the training’s institute and related agents at various levels should be solicited to make an effective dent.

Jeffry. A. Timmons (1991:67) opines that successful entrepreneurship has long been viewed as a set of exclusive qualities one either does or does not possess. The author disputes that notion and argues that, by paying attention to their own strength and weaknesses as well as their teams, entrepreneurs can substantially improve their chances of being successful. One can assume that successful entrepreneurs can enter entrepreneurship and be learned if they concentrate on improving themselves in certain
essential areas and acquire venture capital or have other investment backing. This should also heighten their chances of success.

This study was based on 104 entrepreneurs. The qualities made for selections of manufacturing products regarding entrepreneurs are also analyzed. Successful units run by the talented women entrepreneurs were inter-viewed. The author has analyzed that most of the women entrepreneurs residing in Goa were satisfied with the government policies and schemes made for the development of SSI and Tiny units and they had made use of them to develop themselves and have a steady income from their own independent units.

Dr. A. R. Patel (1995) study on “Women entrepreneurship of Kerala” has analysed entrepreneurship of women as a recent phenomenon in Kerala and that women entrepreneurs had attracted the attention of policy makers and government departments by their excellent performances. These women led entrepreneurships, or women industrialists, who had assumed new significance. He states that before 1975 women entrepreneurs were not given much importance but when the United Nations declared the year 1975 as the International Women’s year, from them onwards women entrepreneurs were encouraged developmental programmes, initiated and training began. The Government of India also introduced modern management techniques, project implementations and many others schemes. This enforced women towards entrepreneurship. In
Kerala today, they are in thousands and they have started chemical units, engineering units, computer service centers and many other household entrepreneurs also SSI's have started. Today women entrepreneurs are active. Bankers must popularise the schemes for women entrepreneurs with subsidy rates, which will then attract them to take up entrepreneurship.

A.J. Raja & Ali Elamin (1995 : 23) have conducted a study regarding a detailed survey of the various schemes especially made for uneducated youths which encourages them to be self-employed by becoming the beneficiaries of three schemes. In recent years, a number of employment generation programmes have been launched. Most of them aim at provided Self-Employment for Youth (SEEUY): The scheme provided self-employment for youths. It was introduced on August 15, 1983 by the Late Prime Minister Mrs. Indira Gandhi. It aimed to provide self-employment to about 2 to 2.5 lakhs educated unemployed youths in each year.

The objectives of the SEEUY was to provide new opportunities for gainful self-employment ventures in the industry. The schemes would extend to all areas of the country, cities with more than one million population as per 1981 census. The District Industries Centre (DIC) in consultation with the lead bank of the respective area, would function as the model agency for the implementation of the scheme. The PMRY
scheme was announced on Independence Day in the year 1994 and this
scheme aids as the continuation of SEEUY with new features. The author
concludes that these schemes leads the unemployed towards self-
employment and gain entrepreneurship. Further their roles spread out in
the broader areas of social development where they play their roles.

Hilla Wadia (1995 : 505) conducted a survey on self-employed
women. She observes that the nature of female employment has
undergone a change over the past few decades and that women have also
correspondingly increased in the informal sector particularly due to the fact
that women's roles and responsibilities in the family are now separated
from her function as a worker in the economic stream. An increase in
educational opportunities has led to the formation of a large pool of
women resources which remains has been untapped by the main economic
activities. This forces them to take up casual, seasonal, temporary or even
part-time work in various industrial or service units. But since the terms of
employment and the facilities offered are not attractive nor sufficient
freedom is available, for women. Self-employment has become an
increasingly common phenomenon among educated women. The various
factors that lead women toward self-employment are also analysed.

The author stresses his views about the various programmes
launched by the government to provide support to women's employment
especially to those women who want to launch their own business and
attain entrepreneurship. The Indian socio-cultural factors inhabit many women from going out of the home to take up employment in an active way. This is an important factor that promotes women to seek self-employment, entrepreneurship within the bounds of her home or outside also. The advantages and disadvantages to these attitudes have been analysed and also a few educated self employed women who are in business.

A.M. Shah, D. S. Baviskar & E. A. Ramaswamy (1996) in their study have acknowledged the fact that women's issues cannot any longer be ignored in the mainstream academics. The three main issues raised in this volume relate to women's entrepreneurship, culture and women's education and development. Each of the seven essays include the rich ethnographic (historical) details and marked by a clear theoretical understanding of the genders in the constructions of social life. For this purpose the Feminist theory is used. The writers say that women's studies world wide have triggered off a rethinking of the knowledge categories. They question the value neutrality of social sciences and their tendency towards compartmentalization of separate disciplines which lead women towards self-employment.

N.Rajeshwari (2001 : 10) opines that women entrepreneurs may be defined as the women, or a group of women, who initiate, organise and operate a business enterprise. The author says that women entrepreneurs
in India do not belong to a single category. Hence she has classified women entrepreneurs into three groups. The first group consists of women with adequate education in professional qualification and are engaged in the large industrial units, this kind of entrepreneurs provides a pointer to the huge developmental potential.

The second category of entrepreneurs consist of middle class women with educational background but who lack skills and development training that are been provided to them to have their own category of entrepreneurs. The third category were illiterates, financially weak and were engaged in family businesses.

The author views that in India, women participating in the Ninth Five year Plan are likely to rise up to 20% and the rising number of women entrepreneurs are about 5,00,000. The author also specifies two important women entrepreneurs i.e Romia Mulkani, who is one of the most powerful women of Indian origin settled in U.S.A. She was listed by the Washington Magazine as one of the 100 powerful women entrepreneurs in U.S.A. The other was Smt. Jayalaxmi Devraj of Vigneshwara group an ordinary housewife, who was judged the a best women entrepreneur. The problems faced by them were competitions and marketing. She observes that for the development of women entrepreneurs, integrated efforts by various institutions and corporations are needed so that essential assistance may be provided to potential women entrepreneurs.
Ranjeet K. Arthan (1988:61) observes that a concerted effort has to be made for promoting training and developing of cottage industries and dovetailing them to rural needs in such a way that young men and women can take up self employment in the villages itself. The main task ahead is to ensure the creation of maximum opportunities in the country to encounter the problem of growing unemployment problem within available resources. The government has initiated several policies conducive to the development and promotion of industrial self employment, such as SEYYU, PMRY and many more. These programmes have proved to be beneficial for many, but even they fall short of the demands. The government has also setup a number of national level institutions for this purpose. It has oriented commercial banks also to take the initiative to sponsor entrepreneurial development training programmes. The Industrial Development Bank of India and State Bank of India are perhaps the two major institutions which took a lead two decades ago to sponsor entrepreneurial training. In this context the author suggests that there is an urgent need for evolving an entrepreneurship development programme to equip the latent talent to take advantage of the growing opportunities. In this task, the co-operation of the training institutes and related agents at various levels should be solicited to make an effective dent.

K. Sundar, J. Gopu & Sufil Ali identify (1961) an entrepreneur as a dynamic agent of change, who plays the role of transforming physical,
natural, human resources into production. An entrepreneur becomes successful when the environment is conducive and also the individuals should have interest and ability to grasping the essential facts (Schumpeter : 1961).

Entrepreneurship calls for all those personal abilities and characteristics to be successful and these could be easily developed among women folk. The author discusses the pre - requisites by successful women entrepreneurship, initiatives and efforts taken in India in promoting women entrepreneur such as IDBI, SIDBI Nehru Rozgar Yojana, Indira Mahila Yojna, FISWE, WAVE, Rashtriya Mahila Kosh etc.,

The authors conclude that women have the potential and the will to establish and manage enterprises of their own. What they need is encouragement and support from members the family, the Government and Society. With the right assistance from the above varied initiatives groups should be obtained by each and every women entrepreneur and they can join the main stream of national economy and thereby contribute to the economic programmes.

Udayakumar and T.N.Sreedhara (2002:10) state that an entrepreneurs function is to revolutionise the pattern of production by exploiting an invention or introducing an untried technological possibility for producing a new commodity. The variable due to which an individual trends a new path to
become an entrepreneur was of interest to many. Any developmental programme that has to take place, has to take note of the Socio-cultural specificity's of different societies. Development programmes in general and Entrepreneur development Programme in particular has to accommodate the notion of plurality in approach to development.

The authors say that entrepreneurial growth requires focus on the human resources development more than anything else. Relying on McClelland's thesis, this is the way that Entrepreneurship Development Programme (EDP) has come to occupy the center stage in the promotion of small sector in India. Since then entrepreneurship development programmes became an integral part of our economic development programmes. A large number of Governmental and non-governmental institutions are engaged in conducting training activities directed towards developing entrepreneurship.

Besides, each socio-economic formation though attempted to emulate the western model has found unique results depending on its historical and cultural specificity. Therefore any development programme has to take note of the socio-cultural specificity of different societies. Thus the development programmes in general, and Entrepreneur Development programme in particular, have to accommodate the notion of plurality in approach to development. Therefore the pedagogy of EDP and Training is to be redesigned.
In conclusion it may be confidently stated that the presence of women entrepreneurs cannot be ignored. The different scholarly studies presented here show that women do not lack in entrepreneurial skill. Women had not taken to entrepreneurship until now only due to lack of encouragement in a patriarchal society. Now without such traditional constraints many women have become successful entrepreneurs.