

**An Analytical Study of Promotional Measures for  
Women Entrepreneurship Development in  
Rajasthan**

**A Thesis Submitted  
for the award of the Degree of  
Doctor of Philosophy (Ph.D.)  
in  
Commerce**



**2018**

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## DECLARATION

This is to certify that the thesis entitled “*An Analytical Study of Promotional Measures for Women Entrepreneurship Development in Rajasthan*” submitted by me for the award of degree of *Doctor of Philosophy (Ph.D.)* in Commerce is a bon-a-fide work of undersigned, carried out under the supervision of (Dr.) Anurodh Godha, Assistant Professor, Department of Commerce Vardhman Mahaveer Open University Kota.

The content of this thesis, in full or parts have not been submitted to any other Institute or University for the award of degree or diploma.

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## ***CERTIFICATE***

This is to certify that the thesis entitled "***An Analytical Study of Promotional Measures for Women Entrepreneurship Development in Rajasthan***" submitted for the award of Ph.D. degree in Commerce is a bon-a-fide work of ***Miss. Monika Talreja***, carried out under my supervision and guidance.

She has fulfilled the requirements for the degree of Doctor of Philosophy in Commerce at **Vardhman Mahaveer Open University, Kota** regarding the nature and prescribed period of work.

The thesis submitted by her incorporates the work done by her and has not been submitted elsewhere for any degree or diploma.

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**Acknowledgement**

Let me first bow down to God almighty with whose grace and blessings, I have been able to accomplish this research work.

I acknowledge with immense gratitude the invaluable assistance and guidance rendered by my Mentor, Dr. Anurodh Godha. His depth of knowledge, quick feedback and constructive suggestions and constant motivation became a big source of inspiration and guidance for me. I am extremely thankful to him for his big heartedness and eagerness to spare his precious time to help out in my research work.

With deep sense of gratitude, I thank Prof. Pawan Kumar Sharma, Head of the Department (Department of Commerce and Management), Prof. Dinesh Kumar Gupta, Dr Subodh Kumar Director of Department of Research and Dr. Kshamata Chaudhary, Deputy Director of Research Department for providing the necessary help in successful completion of this work.

I gratefully remember my friends Mr Ankush Agrawal, Miss Neha Rawat, Suresh Kumar Saini for providing the necessary help and support in successful completion of the work and the staff of Library at VMOU for providing access to the library facilities.

Many people have helped me in collection of data and among them a few memorable ones are officers and staff of Directorate of Industries, Rajasthan, RSLDC,, RIICO, RFC, CMD, Editor of Dhanam Business Magazine, Public sector banks, all District industries centers for the valuable help rendered, especially for supplying the relevant data for the study. I am also indebted, MSME Institute, Jaipur, Regional Manager, RSLDC for providing the relevant data for the study and whose scholarly work, advice and encouragement have constantly influenced me. I place on record my indebtedness to all of them and also to the respondents who wholeheartedly cooperated with the study.

I express my sincere gratitude and thanks to my uncle Prof. Dr Mashiat Ali for his continuous guidance and support throughout my thesis. This study would not have come to fruition without the cooperation, help and encouragement extended at all times by my parents, who have borne all the inconveniences with love, and have stood by me.

Finally let me convey my whole hearted thanks to each and every one who has assisted me with encouragement and best wishes.

**(Monika Talreja)**

## **Executive Summary**

*Women Entrepreneurs has been recognized as an essential source of economic growth. They produce new employments for themselves as well as other people also and serve society with various arrangements identified with the management, organization and business problems. It is well said that “Entrepreneurs are born and entrepreneurs are made, entrepreneurs thrive and entrepreneurs survive, entrepreneurs plans and entrepreneurs deliver, entrepreneurs win and entrepreneurs loose and they grow along with the people linked with them. They fight changes with verve and enthusiasm”.*

*These statements signify that the entrepreneurs are the herald of change, development and prosperity of an economy. It is one of the key reasons that the economists or the policy framers, Government and the researchers have shown keen interest in this field. It is visible that women comprises of half of the total population. They must be given due share in the development process. Women Entrepreneurs has great relevance in the future prosperity and empowerment of women.*

*The state of Rajasthan is known for its traditional and entrepreneurial skills. The people have established number of successful industries and business in the state, country and abroad as well. Despite these advantages the role of women in the entrepreneurial sector and economic activity is quite low. Women in Rajasthan are lagging behind in these areas resulting in the decline in their participation in the industrial sector of the economy when we compared it with other states around the country. The recent focus on the thought to increase the women active participation to the economy of the state have led the policy makers, economists and government to input suitable ways for developing planned entrepreneurship for the women.*

*In spite of so many efforts, the performance of the women entrepreneurs in the wealth creation process is not adequate. The assertions made in this respect have been reflected as mere political oratory. Sincere efforts are required to be made.*

*The Government agencies in Rajasthan and NGO are providing various benefits to promote entrepreneurship in the state through many ways such as financial loans, skill development training, marketing support etc. However the flaw lies in the fact that most of the people are unaware about these facilities and therefore could not availed the benefit of these schemes. The outcome is that these facilities remain underutilized or idle. In order to fill this lacuna an attempt has been made to pile up and accumulate the*

*key points or features of the various schemes, allowances and benefits meant for women.*

*Hence the study was conducted to trace the impact of promotional measures on the women entrepreneurship development in Rajasthan. For this purpose the registered units from the District Industrial centre and Directorate of Industries were taken as the sample units. The sample respondents were interviewed personally. The results were quite interesting. Based on the results and analysis some suggestions and recommendations were made to improve the number of women Entrepreneurship in Rajasthan.*

*The study is divided into following chapters. The First Chapter includes the Introduction of the topic Entrepreneurship stating its relationship with the economic development., the status of women, the importance of exploring them from an untapped resource and bring them into the mainstream of the society The Second Chapter covers the conceptual framework of Entrepreneurship, Women Entrepreneurship, Functions of Women Entrepreneurs, Women Entrepreneurship in transition, Various schemes meant for the women entrepreneurs at the centre and state level. Third Chapter includes the Review of Literature on Women Entrepreneurship from both the International and National Perspective. In the Fourth Chapter the Socio Economic profile of the Women Entrepreneurs is being studied. Fifth Chapter analyzes the role played by the Government Agencies and Financial Institutions for the development of Women Entrepreneurship in the State. Sixth Chapter covers in its ambit the problems faced by the women entrepreneurs while starting and managing their enterprise.*

*Lastly Chapter Seven includes the findings, suggestions and conclusion of the study and also the future research scope of the study which will help the researchers to dig out the hidden truth about the concept.*

## **List of Research Publications and Paper Presentations**

### **Articles/Papers Published**

1. Godha, A., & Talreja, M (2017). Women Empowerment through Entrepreneurship: A Study of Self Employed Women, *International Journal of Entrepreneurship and Business Environment Perspective* ISSN: 2279-0918 Vol 6 No.2 (2017). Article
2. Godha, A., & Talreja, M (2018). A Study of Assistance Provided by Financial Institutions in Promoting Women Entrepreneurship, *International Journal of Research in Management, Economics and Commerce* ISSN 2250-057X Volume: 8 issue January, 2018. article

### **Conferences Attended and Paper Presented**

1. Attended an International Conference in Pune on: ***“Ongoing Research and Management”*** and ***presented a paper*** on ***“A Study of Women Entrepreneurship and Work Life Balance”*** on 12<sup>th</sup> Jan, 2018 hosted by ASM Group of Institutes.
2. Attended an International Conference at LBS PG COLLEGE, Jaipur and presented a paper on ***“Role of Women Entrepreneurship and Make in India Campaign”*** hosted by Inspira Research Association and LBS College, Jaipur on 2<sup>nd</sup> and 3<sup>rd</sup> February, 18.

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## LIST OF ABBREVIATIONS

Abbreviation	Meaning
CGTMSE	Credit Guarantee Fund Trust for Micro and Small Enterprises
DIC	District Industries Centre
EDP	Entrepreneurship Development Programme
EDI	Entrepreneurship Development Institute of India
ESI	Entrepreneurship Success Index
GDP	Gross Domestic Product
GEM	Global Entrepreneurship Monitor
IDBI	Industrial Development Bank of India
IT	Information Technology
KVIB	Khadi and Village Industries Board
KVIC	Khadi and Village Industries Commission
RFC	Rajasthan Financial Corporation
LDC	Less Developed Country
MSME	Micro Small and Medium Enterprises
NGO	Non Government Organization
NISIET	National Institute of Small Industry Extension Training
NIESBUD	National Institute of Entrepreneurship and Small Business Development
NSIC	National Small Industries Corporation
NABARD	National Bank for Agricultural and Rural Development
OECD	Organization for Economic Co-operation and Development
PMEGP	Prime Ministers Employment Guarantee Programme
SME	Small and Medium Enterprise
SISI	Small Industries Service Institute
SIET	Small Industry Extension Training Institute
SIDBI	Small Industries Development Bank of India
SIDO	Small Industries Development Organization
WDC	Women Development Cells
RSLDC	Rajasthan Skill and Livelihood Development Corporation
RBIP	Rajasthan Bureau of Business Promotion
RIICO	Rajasthan State Industrial Development and Investment Corporation
RRB	Regional Rural Banks

# CHAPTER-1

## INTRODUCTION

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### 1.1 INTRODUCTION

It is a shame for mankind, applauded to be the highest in the scale of creativity that the female sex has been held in low regard, highlighting it as weak and incapable of taking an independent stand. A neutral and unbiased investigation to unknot the truth will necessarily lead us to figure out the chasm of civilization, where the purest gems of the ray scene lie hidden in the form of female strength and competence.

India is a country of diverse and rich cultural history. Although Liberation of women has been in the limelight, coming out of the burka and getting higher education are some of the signs of them being unrestrained, but the appearance of females on the economic front can be portray as an important development in their freedom and making them self reliant and getting a position in society which they deserve it from so long.” In the present scenario, they are becoming aware about their rights; they are more conscious about their existence and role in society and even want to live a respectful life. Today these women entrepreneurs resemble a cluster that have been breaking away from the beaten tracks and are searching fresh vistas of economic involvement.

Previously, women used to get married at a very early age and they were carved into the chains of household chores. Later on they decided to explore the various avenues available for them they thought of becoming independent by opting some career options that was in the area of teaching, official work, nursing, medicine etc. But the self employed only comprises of 5 percent. Most of the women were occupied in the unorganized sector like handicraft, handloom and cottage based industries.

But today we are now living in an era that bounds everyone to stay competitive in a globalized world. It is possible only through sustained economic growth. This presumes all round growth and development on various fronts of social, political, cultural and other dimensions. Every individual has to be brought into the middle of the road of development rather them just merely providing them with the livelihood. In this context well-guided entrepreneurship is of utmost importance. This approach involves the process of remodeling original ideas into commercially viable business. Successful Entrepreneurship is a unified process of creativity, risk bearing and planning. The inclusion of entrepreneurship largely

depends on the prevalent culture of the society. Hence the golden age- “an economy is an result for which entrepreneurship is the cause”.

Today the world is remodeling at a staggering pace. The social, educational and economic environment in India has also under seen a deep change during the last two decades as economies are shifting towards demand economy from the command economies. It means the dictatorship is making space for the democracy and monarchies are fading on a fast pace. Even a report issued in 2008 stated that Today, women in developed economies like Asia, Africa, Eastern Europe and Latin America comprises of 25 percent of the women managed business and the growth is still increasing rapidly (OECD, 1998). Women are noteworthy for their dedication and veracity and their increased role in the economic activities at the higher stratum have inculcated a new thrust to the progress as a whole. The role of women in development programmes should not only limited to the economic or productivity activities rather they should have a wider scope that will include their freedom from the chains of old and outdated conventions and will help them in achieving their self empowerment. Hence there is a growing desire that women’s as entrepreneurs’ number should be increased both in qualitative and quantitative terms for achieving sustained economic growth. Active and passionate women entrepreneurs can fully exploit the country’s likely available resources such as labour, innovations, technology, infrastructure, ideas, skills and capital. However, development can only be made if more women could be inspired to become entrepreneurs. Also true development means development of a woman in all the three facets in terms of the individual development, equality in social status and economic self sufficiency. Economic development is one of the pre-condition for the people who are in the clutches of poverty especially the poor and weaker section women to improve their status and live a dignified life. The importance of the having more and more women entrepreneurs in the economy is being increasingly realized especially in the developing countries mainly because of two reasons- Firstly to empower the women by bringing them into the middle of the road of development by improving their social and financial condition. Secondly to provide them with the employment opportunities as a source of income generation, self employment and entrepreneurship in all the sectors.

Women economic empowerment is considered as a relevant factor in creating coequality between male and females. It was the Union Nation Charter of 1945 that first brought the concept of equality to the limelight. The United Nation Declaration of Human Rights of 1948 gave a clear cut idea to the concept of equality of men and women.(Philip,1995) But despite



of the UN Charter and the declaration women did not even have a symbolic presence in the development in theories. Women's concerns were often count in a development paradigm with modernization and industrialization. Pertinent in this relation is the words of Former President of India Dr APJ Abdul Kalam Azad who narrated that "Empowering women is a pre requisite for creating a good nation". For constancy of society, women empowerment is necessary. Therefore the empowerment of women is need of the hour as their values and ideas leads to the enhancement of a good life, good society and finally a sound country.(Sharma,2006) Although economic empowerment can only be achieved when opportunities are available for women and they should have that skill to grab those opportunities and utilize it for their welfare and to make a positive change in their lives.

Entrepreneurship is widely considered as a mechanism or instrument of economic prosperity. It can help in the making of wealth, jobs, provides sovereignty and may promote innovation and personal accomplishment of individual. Still women are kept distant from participating into the entrepreneurial activities. Today the world has understood that development can only be accelerated and achieved when more and more women have been motivated to become entrepreneurs. But the fact remains the same that women as entrepreneurs are required to be helped.(OECD,2004) Women Entrepreneurship appeared to be an untapped source of economic growth.(Minniti,2004) Despite the fact that women represent more than 1/2 of the global population, are the very large proportion of human capital with huge capability. Although women's involvement in the entrepreneurial pursuit is increasing all over the world, their role is still undervalued and underplayed.(Diana,2005) It is a peak time now that our female folk absorb the entrepreneurial spirit. Entrepreneurship is pouring a insurgency that is changing and restructuring economies across the globe. It is the base of free enterprise since the coming of new business brings vivacity to the market. Newly formed business brings out a large to promote new start ups in countries, investment in women entrepreneurship is an important approach. Neglecting the proven potential and capability of women entrepreneurial activity denotes that countries put themselves at a drawback and overlooking an important opportunity tool for achieving growth. Thus, the country should evolve and devise means to empower women's role and achievement in entrepreneurship for ensuring sustained and successful economic development (Pillai, 1994)

## **1.2 WOMEN- CREATING STEREOTYPE**

In India one of the most common stereotypes is the prejudice relating to gender differences. Here men and women have been given specific responsibilities in a certain manner right from their childhood. Men are subjected to earn money while women are subjected to do the household chores. These chores are not considered as an economic activity and thus it is not included in the calculation of GDP. Only 30 percent women participation is reported in the total workforce and here also they face a lot of exploitation. Even doing the equal work they are not given the equal wages as compared to the male counterpart. Hence to reduce this prejudice we need to empower women not only socially but also economically, still there are many sectors where women have a lot of scope to enhance their livelihood and contribute to country's GDP. According to the Census 2001, female participation rate was 30.79 percent in rural areas whereas it was 11.88 percent in urban areas.

### **1.3 SKILLING WOMEN- BREAKING THE GLASS CEILING**

In Census 2011 the literacy rate increased by 9% from 65.38% to 74.04% in which the men literacy rate was 82.14% but women literacy rate was only 65.46 %. This denotes that still we have to go a long way and fill up this lagging bar. The prime cause of economic problem is illiteracy among women. Illiteracy leads to lack of awareness which further results in ignorance about their rights. Government has taken various steps like Sarva Shiksha Abhiyan, Beti Bachao Beti Padhao to educate women. To earn their livelihood and being an eminent part in generating income, women should acquire skills and break the chains of social evils like female infanticide, dowry etc.

The financial literacy can empower women and help them in attaining self sustainability. Nowadays women is trying hard their hands in many fields such as agriculture, farming, health services, dairy, poultry, construction, computer and IT services. Easy loan services and banking knowledge can helped them in achieving success in business.

### **1.4 SMALL AND MEDIUM ENTERPRISES (SMEs)**

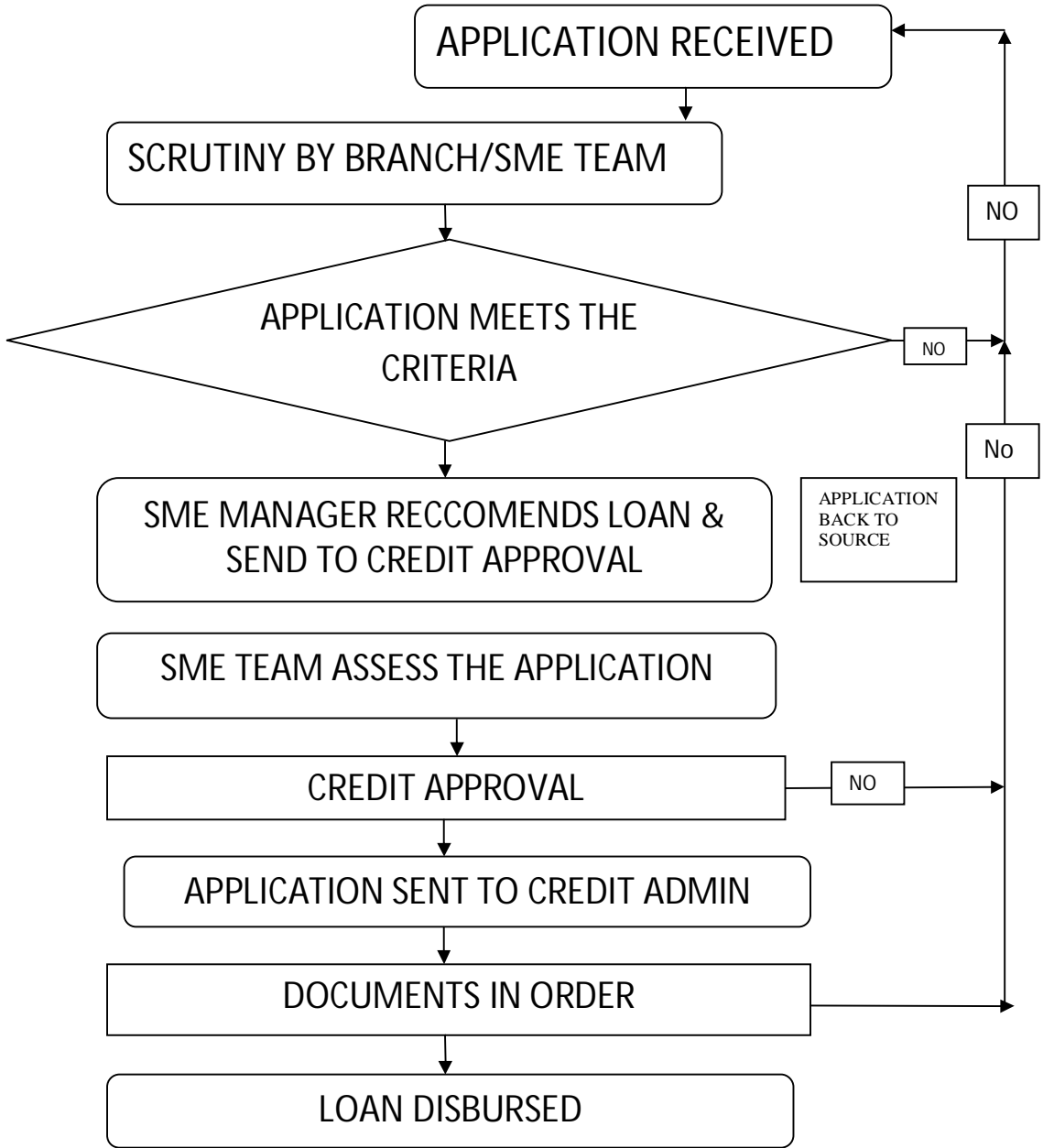
SME plays a key role in the socio economic growth of India which includes GDP, employment generation as well as exports. Government promotes SME's to enhance labour intensity and development of Entrepreneurship. It is observed that industrially developed states have high per capita income, rural urban population ratio, average literacy rate and high female literacy rate. Small scale industry grew rapidly due to the budding entrepreneurs who

took opportunities and nurtured them with determination and in turn boosting up the socio economic development of India.

On June 7<sup>th</sup> 2005, Ministry of small scale industry defined medium scale industry as an industry which invests 10 million to 100 million in plant and machinery. SSI sector has seen a rapid growth after independence. It works as a pre-school/ nursery for the budding of entrepreneurial skills and it deals with more than 7500 products and supplies. But still women entrepreneurs comprises only 10% of the total entrepreneurs. SSI increasing growth is due to a number of reasons such as

- It is giving large employment to the unemployed people that help the large population.
- Requirement of the less capital.
- SSI gives income to many people as compared to large scale where income is in the hands of individual.
- It speeds up the process of industrialization.

**FLOW CHART OF LOAN FOR SMALL & MEDIUM ENTERPRISE**



**Figure 1.1 Loan Process for SME Enterprise**

**1.5 ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT**

In the process of the growth and development of any nation, Entrepreneurship acts as a vital instrument. It accumulates land, labour and capital and brings all the resources under one umbrella. It is considered to be the most feasible solution for the eradication of problems like unemployment and poverty. It calculates the risk involved in any process, discover the loop holes and control the flow of resources within and outside the organization to make sure that the business does not face the problem of liquidity of funds. Schumpeter defined that “Economic development consists of pooling the resources in a different manner” thereby combining all the factors of production and following a new combination approach for the production of goods. The entrepreneurs search the ideas and turn them into reality through the process for economic growth. India being a developing country focuses more on informal approach to mitigate the regional disparities at different hierarchy of economic development, micro level business etc. It is unambiguously believed that SME plays an important role in generating employment opportunities, ensures equal distribution of the wealth of the country and also become an important tool in directing the capital and talent which would otherwise continued to remain untapped. Entrepreneurship helps in promoting economic development in the listed ways.

- It kindles the equal distribution of all the resources in the country whether it is capital, human resources or political power.
- It persuades making use of both the backward and forward linkage which accelerates the procedure of economic growth in the nation.
- It makes effective utilization of the capital and manpower skills which might otherwise remain unexplored.
- It helps to diminish the concentration of economic power.
- It leads to capital formation by channelizing the idle savings lying in the country.
- It supports balanced regional growth.
- It generates large scale job opportunities and helps in solving the problem of unemployment which is the main reason of all the major constraints in the country.
- It also increases the country trade in terms of export, an essential feature of economic development.

## **1.6 STATUS OF WOMEN IN RAJASTHAN**

The position of women in a society indicates level of development of any civilization. In this respect Indian society is caught between the traditional and modernity between respect for women and exploitation and between the restrictive patriarchal values and progressive

ideals. Rajasthan society is by and large patrilineal and follows the system of patrilocality. While income levels are generally low in Rajasthan, women access to income and hold over nation resources is even poor. The total employment of women in the organized sector is less than 4 percent. In spite of their precious contribution in the household income both in the agriculture and non agriculture allied activities, women have no or little control over the decision making power relating to their income. Less than one out of every seven person employed in the formal economy are women and they are generally given wages less than the men for the same task. Though the Government had come up with several schemes and programmes to eradicate this kind of discrimination .If we see the literacy rate among females has 7 per cent in 1961 which grows upto 52.7 per cent in 2011 which is much lesser when compared with the male counterparts and this gap is still widening with the passage of time.

**TABLE-1.1 Literacy Rate of Male and Female from 1961 to 2011**

Year	1961	1971	1981	1991	2001	2011
Females	7	10.1	14.1	20.4	43.9	52.7
Males	28.1	33.9	44.8	55	75.7	80.5
Male- Female Gap	21.1	23.8	30.7	34.6	31.8	27.8

Sources: Census of India and Provisional Population Totals – Rajasthan

As Rajasthan Industrial scene is dominated by SSI it would be relevant to get a deep insight of this sector for better understanding that what is really happening in the SSI sector and this may help the government in framing future policy for Rajasthan. There are three categories of participation of women in the small industries sector. Some women are the proprietors, some are managers and some are employees. The third census survey report stated that there were 29785 SSI enterprises that were women managed and 36371 were women enterprises. The data further shows that SSI units employed 15003 female workers in registered sector and 46065 in the unregistered sector. Thus 61068 women workers found employment in the SSI sector in Rajasthan constituting 7.04 percent of all women workers in India. Thus we find out that women participation is marginal in small scale industries. The women entrepreneurs in Rajasthan are far too little, given their total strength in the population. This has some links with the socio cultural factors, feudal nature of social relations and lower literacy rate among the females in Rajasthan.

**TABLE-1.2 Participation of Women in the Small Scale Industry sector**

Name of the State/Union Territories	Enterprises Managed by women	No of Women Enterprises
Rajasthan	29785	36371
All India	995141	1063721

Source- All India Third Census Report

**TABLE-1.3 Employment of Females in the SSI Sector**

Name of the State/Union Territories	Registered Sector	Unregistered Sector	Total
Rajasthan	15003	46065	61068
All India	974713	2342783	3317496

Source- All India Third Census Report

During the fourth All India Survey being conducted by the Government the report stated that the numbers of registered women enterprises in Rajasthan were 32662 out of the total of 341690. Cumulatively the numbers of enterprise managed by the SC category 61471, by ST are 24110, by OBC 109710 and by the General category are 146399.

**TABLE-1.4 No of Registered Enterprises in Rajasthan owned by Male and Female**

Name of the State	Female	Male	SC	ST	OBC	Others	Total
Rajasthan	32662	309028	61471	24110	109710	146399	341690
All India	1904039	7405447	1095138	489537	2938432	4786379	9309486

Source- All India Fourth Census Report

However the total number of business enterprises operated by women in the unregistered MSME sector was estimated at 17.99 lakhs (9.05) percent of the total unregistered MSME in the nation. In Rajasthan the total of number of unregistered enterprises managed by women constitutes of 0.55 lakhs and the number of women employees in the MSME sector is 1.43 lakhs out of the total of 53.24 lakhs which is again very small in number as compared to other states like Tamil Nadu, West Bengal and Kerala.

**TABLE-1.5 Participation of Women in the Unregistered MSME Sector**

Name of the State/Union Territories	No of Enterprises managed by females in unregistered sector	No of Female Employees in the MSME Sector
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	(lakhs)	(Unregistered Sector)
Rajasthan	0.55	1.43
All India	17.99	53.24

Source- All India 5<sup>th</sup> Economic Survey

In this changing scenario of global trade, private sector is being assigned with more powers and increasing role. In the context of this change there has been a fruition of the Micro and Small (MSE) sector as a key tool in the economic prosperity and employment generation activities. In many nations this area works with both the formal and informal component as a means of generating job opportunities for people or women below the margin line or person with several disabilities. On one side the MSE sector is contributing and diversifying in most of the countries in the world with the adapting changing needs of the world still the small enterprises

## **1.7 STATEMENT OF THE PROBLEM**

An Analytical Study of Promotional Measures for Women Entrepreneurship development in Rajasthan.

## **1.8 RATIONALE OF THE STUDY**

For proper growth of women entrepreneurship in Rajasthan, the agencies established are expected to create positive atmosphere and should nourish them and make them success. Benefits such as industrial growth, plots and sheds, capital or credit at reasonable prices, training, marketing arrangement etc need to be disbursed. The present study aims to assess the availability of support agencies framework in Rajasthan. For economic growth and social development of the state, the women entrepreneurs can be expected to play an important role. The agencies mechanism needs to be the forerunner of women entrepreneurship and ensure their proper growth. In order to view this, the objective of the present study is to evaluate the level to which the agencies mechanisms have supported the women entrepreneurs in the platform to become successful entrepreneurs.

## **1.9 RESEARCH QUESTIONS**

1. Whether central/state level institutional agencies make significant contribution in women entrepreneurship development or not?



2. Whether women entrepreneurs who are aware of the development agencies avail their benefits or not?

### **1.10 OBJECTIVES**

- To analyze the role and involvement of government agencies in the development of women entrepreneurship.
- To study the awareness of women entrepreneur and analyze the reasons for the growth of women entrepreneur in Rajasthan.
- To explore the specific problems or constraints faced by women entrepreneur.
- To find out the motivational factors of women entrepreneurs in enterprise creation.
- To suggest suitable measures to overcome the problems faced by women entrepreneur and improving their performance.

The researcher has visited several women entrepreneurs and also had discussions with the officers of the promotional agencies. The researcher made all these efforts in order to keep updated of the plight of the existing women enterprises and to get deep understanding about the hurdles and difficulties faced by the women entrepreneurs and to have a prima facie understanding about the working of these promotional agencies. The impending gained from the above attempts the researcher got an assumption that the efforts taken by the promotional agencies are not effective in nurturing the needs of women entrepreneurs in the state. Hence the following research hypothesis has been framed for the study.

### **1.11 HYPOTHESIS**

The following hypothesis has been formulated keeping in mind the above main objective which will be tested during the study.

**H<sub>0</sub>:** The efforts taken by the government agencies are not effective for nurturing women entrepreneurship in the state of Rajasthan.

### **1.12 METHODOLOGY**

To accomplish the research objectives of the study, the following methodology is proposed.

#### **1.12.1 Research Design**

The survey research design is used in the present study as it intend to find the profile of women entrepreneurs with respect to the socio economic profile, support received from the government agencies, extent of the satisfaction received and the current problems or constraints faced by women entrepreneurs.

### 1.12.2 Selection Of Sample

The respondent of the research consists of women entrepreneurs, employees of the promotional agencies. The list of women entrepreneurs was obtained from the database maintained by the DIC and the Directorate of Industries. Only those units were selected for the study in which the women entrepreneurs have active participation or involvement in the business. Therefore to fulfill the above criteria random sampling technique was used. Further the women entrepreneurs who registered their units on or before 31st March 2012 were selected for the study because every business needs at least 3 years operational period to overcome its initial troubles or problems.

### 1.12.3 Sample Size

From the all 36 District Industrial Centres (GoI, 2018) and Directorate of Industries four DICs of Kota division were selected randomly. After calculation of sample size, 320 (80 from each district) women entrepreneurs from the urban and rural areas of Kota division and 15 government officials were selected to get response on the tool. Finally 275 women entrepreneurs' respondent for the given tool. The details of the respondent sample is shown below in the table-

**TABLE- 1.6 District-wise Distributions of Respondents**

<b>District</b>	<b>Selected Sample</b>	<b>Respondent Sample</b>
Baran	80	70
Bundi	80	67
Jhalawar	80	73
Kota	80	65
Total	320	275

### 1.12.4 Pilot Study

The term pilot study denotes to a small scale study of a fully fledged study and prior testing of particular research tool covering Questionnaire or the interview schedule (Zikmund, 2000). The aim of conducting pilot study is to evaluate and test the Questions, sequencing, designing etc as well as testing and evaluating data collection and data

analysis procedure. The researcher conducted the pilot study in the Kota district. The sample size of respondents under pilot study includes 20 women entrepreneurs.

### 1.12.5 Reliability

Reliability, which is defined as the ratio of the true variance to the total variance, is an important property of measurement (Vehkalahti, 2000, p. 23).

**TABLE-1.7 Reliability of Business Profile**

<b>Duration</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Cronbach's Alpha</b>	<b>Correlation (r)</b>
<b>First Observation</b>	20	136.350	5.324	0.878	0.783
<b>Second Observation</b>	20	136.70	5.203		

**TABLE-1.8 Reliability Institutional Awareness**

<b>Duration</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Cronbach's Alpha</b>	<b>Correlation (r)</b>
<b>First Observation</b>	20	77.30	4.555	0.913	0.846
<b>Second Observation</b>	20	78.85	4.055		

**TABLE-1.9 Reliability- Problem faced by Women Entrepreneurs**

<b>Duration</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Cronbach's Alpha</b>	<b>Correlation (r)</b>
<b>First Observation</b>	20	33.30	3.01	0.854	0.800
<b>Second Observation</b>	20	33.45	4.42		

### 1.12.6 Tools Used For Data Collection

The entire study was based on the field level survey done by the researcher among the women entrepreneurs. Meticulous interviews were taken by the researcher over a period

of eight months on the basis of questionnaire prepared after conducting a pilot study. The collection of data was quite hectic task as the list which we received from the government agencies database does not tally with the existing women entrepreneurs. Also many of the women did not provide the exact location of their address so it was very difficult or tedious to trace their address. While the survey was done it was analyzed that among the list available with us half of the units are actually functioning. Some units have shut their business or could not be identified as they had changed their name, place of operation or some were registered merely on the papers. In addition many of the operational units were also managed by the men of the family and they were registered on the name of women just to avail the incentives provided by the government. Also there were some units which were jointly managed by the couple and the proportion was also quite high. Only selected units were there which were solely managed by the women. During the course of data collection many of the units did not take any interest in answering our questions despite of the repeated visits, the researcher even tried to contact them through phones, but they didn't answer, or did not want to answer without consulting their family members. It seems that they were afraid from us and many of them considered us as a government officer or employee who came on personal visit to their units. But all these hurdles paved a way for the study and help us in depicting a real picture of the study. The units which were non traceable or non- functioning or which were merely registered on papers in the names of women were excluded from the study and the next unit was taken from the list.

#### **1.12.7 Sources Of Data**

Data were retrieved from both the primary and secondary sources. The primary data were collected from the women entrepreneurs and the officials of the promotional agencies. Secondary data have been drawn mainly from the several records and publications of DIC, State Planning Board, Directorate of Industries, Khadi and Village Udyog Board, MSME- DI, Websites of Government and Non Government Agencies, books, journals, magazines, reports and internet. The reports of various commission and committees helped a lot in the study.

#### **1.12.8 Tools Of Analysis**

The data so collected were classified into different tables, charts and diagrams and were suitably analyzed keeping in view the objectives framed for the study. For the purpose of

analysis, the statistical tools such as averages, percentage, ratios, Weighted Average, Chi Square, Anova etc were used to test the hypothesis.

Some of the tests are discussed below in brief-

#### **1.12.8.1 Mean**

Mean refers to arithmetic average which is the most commonly used measure of central tendency. It indicates the point around which items have a central tendency to cluster. It is used to summarize the essential characteristics of a series and to compare data. However, the value of mean is affected by extreme items and it may not reflect the actual value of an item in a series.

#### **1.12.8.2 Standard Deviation**

Mean is unable to give any idea about the spread of values of a variable in a series around the true value of averages. Standard deviation is the most commonly used measure of dispersion. It is less affected by fluctuations of sampling.

#### **1.12.8.3 Chi Square test**

It is a test of significance to explain whether there is statistically significant association between two variables or not. However it is not a tool to measure the degrees of relationship or the form of relationship between two variables.

#### **1.12.8.4 ANOVA**

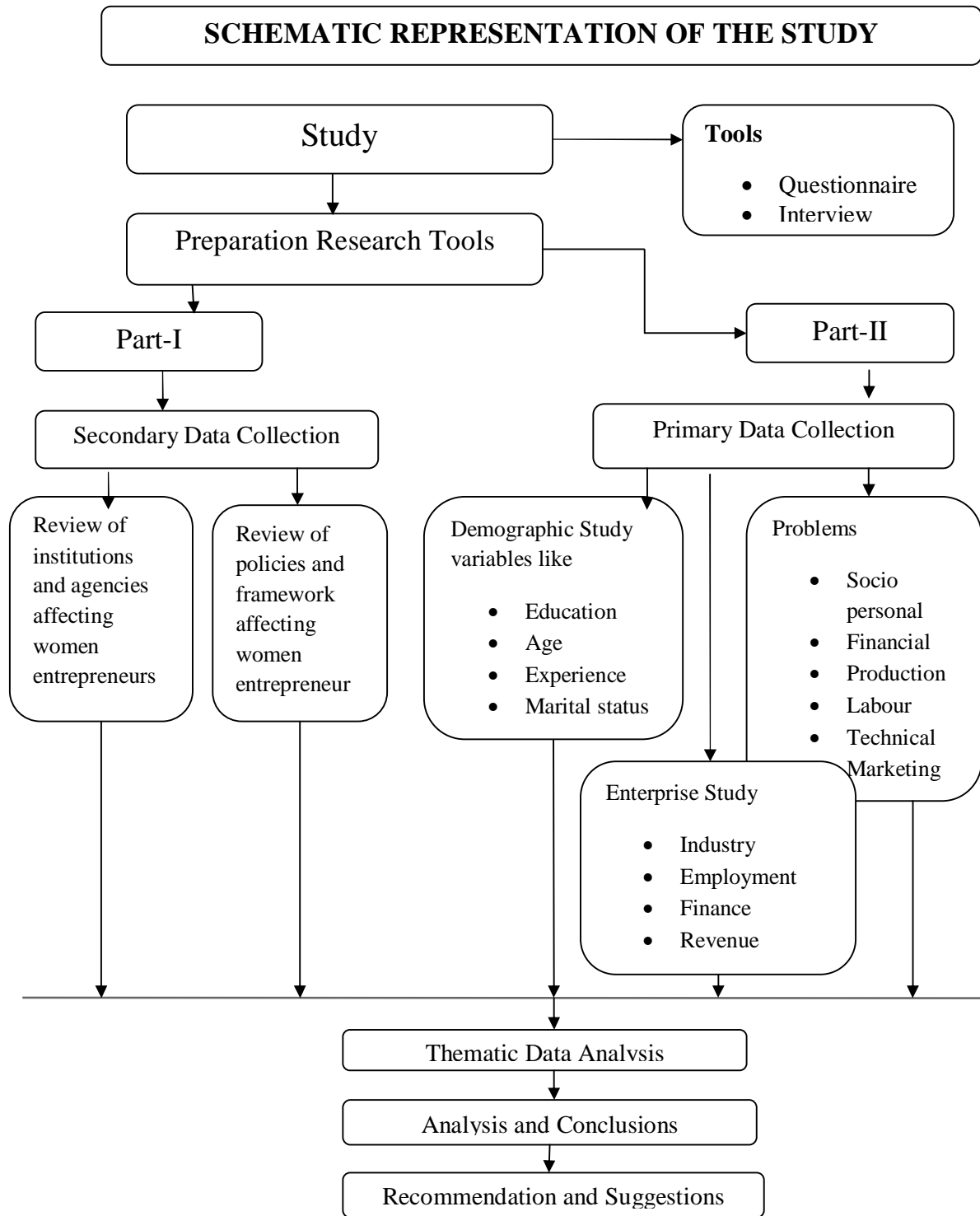
ANOVA is a collection of statistical models used to analyze the differences among group means and their associated procedures such as variations among and between groups developed by statisticians and evolutionary biologist Robert Fisher.

### **1.13 LIMITATIONS OF THE STUDY**

The limitations which influenced the research are enumerated below. The study was conducted on the basis of primary and secondary data.

- The secondary data have been retrieved mainly from the various reports and publications of the government departments. Therefore the exactness of the study based on the secondary data depends upon the consistency of data obtained from these sources.

- Since the government machinery does not maintain proper and accurate records of women entrepreneurs, the study assumes that the information supplied by the respondent is correct and reliable.
- As most of the women enterprises are SSI units with limited capital investment, the study is mainly confined to assessing their socio economic profile, problems etc. This may not be the situation with large sized firms with high investment.
- The study is limited to Kota Division only.
- The units which were wound up or non traceable were excluded from the study.



**Figure 1.2 Research Design**

## 1.14 CHAPTERISATION

The entire study is being classified and divided into the following chapters-

Chapter-1: Introduction, Objectives & Research Methodology

Chapter-2: Conceptual Framework of Entrepreneurship, Women Entrepreneurship, Status of women entrepreneurs, various schemes of central and state government.

Chapter-3: Review of Literature

Chapter-4: An Analysis of data, Socio-Economic profile of Women. Entrepreneurs

Chapter-5: The assistance that sample women entrepreneurs had received from government

Chapter-6: Various problems or constraints faced by women entrepreneurs.

Chapter-7: Findings, Conclusions and Suggestion



## **CHAPTER-2**

# **WOMEN ENTREPRENEURSHIP: A CONCEPTUAL FRAMEWOEK**

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The present chapter furnishes the background, conceptual framework and gives a theoretical explanation of the key concepts of the study upon which the entire study is based, the concept of entrepreneurship and women entrepreneurship, the various development in the field of entrepreneurship at both the international and national level. Also it covers the role played by various promotional agencies for the development of entrepreneurship.

The world today is changing at an amazing pace. Change is the only thing which is constant now days. Political and Economic renovation seems to occur everywhere- as countries are changing their strategy from domination to demand, dictatorship to democracy and from monarchies to new civilization. All these changes have generated several opportunities for both male and females in the field of entrepreneurship. Today women in created economies hold over 25% of all business. Though women possessed business in Africa, Asia, Eastern Europe, Latin America are developing at a quick rate. (Mayoux, 2001)

Evidence have unequivocally established that women entrepreneurship picked up a quick catalyst in the previous couple of decades with the impressive ascent in the women owned enterprise, thereby making remarkable contribution to the country's growth. Further the industrial performance of Asia-Pacific zone influenced by direct foreign investment, technological advancement and export of manufactures goods has unlock new avenues of socio-economic opportunities to women entrepreneurs.

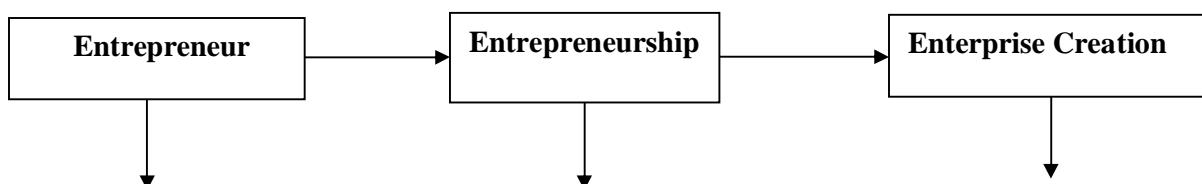
The women entrepreneurs assume a key part in the supported financial improvement and social advance in the worldwide economy. The regional experience suggests that the key to increase the women participation in the industry and their socio economic status is sustained economic growth and macro-economic stability. The efforts are being made in the developing countries to promote women entrepreneurship through concrete industrial development goals and strategies. According to the GEM Report women represents more than 1/3 of all the people engaged in the entrepreneurial business and their number increases much more when it comes to the informal sector. (Cochran, 1968)

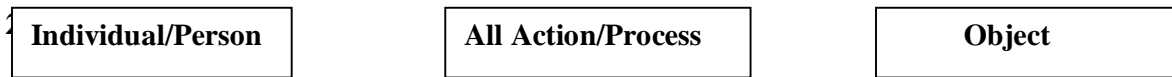
Entrepreneurship that seems to be simple enterprising or futuristic activity of an innocuous person, has crossed many hurdles and reached a position in which it is understood to be multi-conceptual and multi-faceted process (Gartner, 1989). Different people such as economist, social science researchers, psychologist, and sociologist expressed their different opinion regarding the entrepreneurship. Considering these different perspective it has been realized that there are numerous definition of entrepreneurship as universally accepted being found in the Indian literature. Rather we have so many definitions that are in contradiction (Cooper, 2003). Entrepreneurship started gaining focus in 1980s as professionalism in management. It is still regarded as the youngest area of research and has become one of the quickest developing areas in management writing over past decades. But still the confusion remains the same over the exact meaning of the term 'entrepreneur'. Therefore efforts have been made here to define it in a understandable language.

## **2.1 ENTREPRENEURSHIP- A CONCEPTUAL FRAMEWORK**

Over the centuries the word Entrepreneur and Entrepreneurship has been used in various senses. Defining it might seem to be simple but it isn't! An entrepreneur has been defined by various people in their own way. Everybody appears to have his or her own view with respect to it and in a similar way they characterized it. Let's look at some of the definitions of entrepreneurship.

Entrepreneurship can be portrayed as a process of an action began by an entrepreneur to set up his venture. Entrepreneurship is a creative activity. It is the aptitude to create and build something from practically nothing. It is a capacity of detecting opportunity where others see turmoil, difference and perplexity. It is the demeanor of mind to seek chances, take calculated risk and derive benefits by setting up a venture. It comprises of number of exercises engaged with origination, creation and running endeavor





*Figure-2.1 Concept of Entrepreneurship*

It is the dynamic need of the developing nation. Entrepreneurship helps in resolving problems related to employment generation, national production, discarding economic power, balanced regional development and so on.

Entrepreneurship is a discipline with a knowledge base theory. It is an outcome of complex financial, mental, mechanical, lawful and different components. It is a lively and unsafe process. It includes a mix of capital, innovation and human ability. Entrepreneurship is similarly applicable to of all shapes and sizes organizations, to economic and non economic exercises. Distinctive entrepreneurs may have some normal characteristics yet every one of them will have some unique and differing highlights.

Entrepreneurship is a procedure. It's anything but a mix of some stray occurrences. It is the intentional and composed scan for a change, directed after methodical examination of chances in the environment. It is a logic essentially a way one considers, one acts and along these lines it can exists in any circumstance be it business or government or in the field of training, science and innovation or neediness mitigation or any others.

Entrepreneurship is the terminal stage of the entrepreneurial process wherein in the wake of setting up the business enterprise one searches for expansion and growth. An entrepreneur is always in search of new challenges. An entrepreneur is not a routine businessman he won't not have assets but rather he will have thoughts.. He is innovative and creative. He can change a risk into an opportunity Small businessman may close down or change its business in the event that he foresees losses but an entrepreneur the other hand can leave a consummately running business to begin another business on the off chance that he so wishes.

Entrepreneurship is concerned with creating wealth through production of goods and services. This results in a process of upward change whereby the real per capita income of a country rises overtime or in other words economic development takes place. Thus entrepreneurial development is the key to economic development Truth be told it is a standout amongst the most basic contributions to the monetary advancement of a district. It accelerates the way

toward enacting elements of creation prompting a higher rate of financial development, dispersal of monetary exercises and advancement of in reverse locale.

According to J.B Say (1803): an entrepreneur is the economic agent who unites all the means of production – land of one, labor of the others and the capital of yet another and thus produces a product. By offering the item in the market he pays the lease of land, wages to work, enthusiasm on capital and what is remain is the benefit. He moves financial assets out of a territory of lower and into a zone of higher profitability and more prominent yield.

According to Joseph Schumpeter (1934): Entrepreneurs are the innovators who use a process of dropping the status quo of the existing goods and services, to manufacture new products and services.

David McClelland (1961): An entrepreneur is a person with a high need for achievement. He is energetic and a moderate risk taker.

Peter Drucker (1964): An entrepreneur searches for change, responds to it and exploits opportunities. Innovation is a specific tool of an entrepreneur hence an effective entrepreneur converts a source into a resources.

Kilby (1971): Emphasizes the role of an imitator entrepreneur who does not innovate but imitates technologies innovated by others are very important in developing economies. Albert Shapero (1975): Entrepreneurs take initiative, accepts risk of failure and have an internal locus of control.

As per Oxford English Dictionary (1933): Entrepreneur means the ‘one who undertakes an enterprise especially a contractor acting as a mediator between capital and labor. He is ordinarily called a businessman. David Ricardo: the prime motive of an entrepreneur is to accumulate for motive to facilitate capital formation and economic development. (Berna,1960)

Nafziger (1997) states that entrepreneur can be seen in four different ways- *First* as the accumulator of other production resources – land, labor, capital. *Second* as the decision maker at the time of bad times, *third* as the innovator and *Fourth* as the gap filler.

The relevance of entrepreneurs to progress cannot be more pithily articulated than Zinkins Statement, ‘no entrepreneur, no development’(Zinkin,1961) Whatever may be the definition across the world entrepreneurs have been considered playing vital role in initiating and

maintaining socio-economic growth and development. There are proof to believe that countries which have balanced high percentage of entrepreneurs in their population grow at a rapid speed as compared to countries having low proportion. They find out new ways for supply of market and material and establish new and effective form of ventures. Today philosophers and economist have shifted their focus from the higher capital to increased manpower, like entrepreneurship, as a fundamental aspect of the rate of economic growth in the nation.

Although many economist agree with the ideology that entrepreneurs are innovators. But it is difficult to apply the theory of entrepreneurship to the underdeveloped countries. Often in lesser developing countries entrepreneurs are not truly the innovators in traditional sense. The process which occurs in developed countries is quite descriptive of the process that actually occurs in lesser developing countries. Creative production occurs when imitator understands that how the innovation can be applied, used and sold at the ground level market.

India being a developing country still has to travel long way to be in line with the developed countries. The goal may be far reaching but it can be achieved through accelerating the pace of development. This may be by the promotion of industrial and business ventures set by the initiative and enterprise of the entrepreneur class. Hence there is a positive linkage between economy's prosperity and the growth of entrepreneurship.

**WHO EXACTLY THE ENTREPRENEUR IS.....?**

**TABLE 2.1 Development of the term 'Entrepreneurship'**

Cantillon, Thunen, Mangoldt Minn Hawley, Knight, Mises, Cole and Shackle	The Entrepreneur is the person who feels the risk associated with uncertainty.
Smith, Turgot, Bohm Bawerk, Edgeworth, Pigou and Mises	The Entrepreneur is the person who delivers financial capital.
Baudeau, Bentham, Thunen, Schmoller, Sombart, Weber, and Schumpeter	The Entrepreneur is an innovator.
Cantillon, Menger, Marshall, Wieser, Amasa Walker, Francis Walker, Keynes, Mises, Shackle, Cole and Schultz	The Entrepreneur is a decision maker.

Say, Saint-Simon, Amasa Walker, Francis Walker, Marshall, Wieser, Sombart, Weber, and Schumpeter	The Entrepreneur is an industrial leader.
Say, Mill, Marshall, and Menger	The Entrepreneur is a manager.
Say, Walras, Wieser, Schmoller, Sombart, Weber, Clark, Davenport, Schumpeter, and Coase	The Entrepreneur is an organizer and coordinator of economic resources.
Quesnay, Wieser, Pigou, and Hawley	The Entrepreneur is the owner of the enterprise.
Amasa Walker, Francis Walker, Wieser, and Keynes	The Entrepreneur is an employer of factors of production.
Bentham	The Entrepreneur is a contractor.
Cantillon, Walras and Kirzner.	The Entrepreneur is an arbitrageur.
Cantillon, Kirzner and Schultz.	The Entrepreneur is an allocator of resources among alternative uses.

## 2.2. THEORIES OF ENTREPRENEURSHIP

There are different theories regarding the entrepreneurial process, put forward by renowned economist. The most prominent among them are cited and discussed here below-

Cunningham and Lischerson (1991) through their work have characterized six conceivable schools of thought on enterprise. The primary school is 'Grest Person School' asserts that an entrepreneur by birth has with an advanced capacity – an intuition and this sense helps him a considerable measure in the startup arrangement. The second school of thought is 'Psychological Characteristics School' affirms that entrepreneurs have unmistakable qualities and states of mind and needs which make them and help them fundamentally at the underlying stage. The third school is 'Classical School of Thought' narrates that the main characteristic of entrepreneurial behavior is innovation, further helps the entrepreneur in the infancy and start-up stage. The fourth school of thought is 'Management School' which states that entrepreneurs are the managers of the economic venture and they organize, plan, supervise and take the risk. Such functional direction helps them in both early growth and maturity.

The fifth school of thought is the 'Leadership School' this school of thought entrepreneurs are the leaders of people and they have the capability to change their style to suit the needs of society. Such leadership personality trait helps them during the early phase of growth and maturity period. The sixth and last school of thought is 'Intrapreneurship School'. Intrapreneurship is the act of increasing independent units, to develop market and expand services inside the organization.

Richard Cantillon theory of 'Risk Bearing' This theory defines entrepreneur as an individual who bears the risk and uncertainty and by utilizing the labor and capital he tries to fulfill the requirement of the market. Richard Cantillon identifies the entrepreneur as a major player in the economic development. According to him, 'An Entrepreneur is an owner or manager of business who takes the risk and initiative and makes money. Cantillon's theory (1755), this theory does not see the entrepreneur as a means of production such as, but an agent that undertakes risk and equilibrates supply and demand in the economy. In a neo-classical framework this function resembles that of the optimizing residual claimant. For example the business owner who rents labor and capital from workers and land owners in a world of uncertain demand and production.

Marshall's (1890) Marshall is an equilibrium creating entrepreneur. The neo-classical theory and thereby the 'Marshallian' describes tries to explain the equilibrium conditions in the markets under the assumptions of perfect knowledge and information, perfect competition assumption and there are no excess profit opportunities and hence there is no misuse of labor in production process as everyone earns his marginal contribution to production and national income. Marshall tried to maintain equilibrium by having many players in the market, leading to perfect competition and non monopolistic market.

Max Weber theory of Entrepreneurship is based on protestant ethics and spirit of capitalism. The theory states that entrepreneurial activities are guided by the Calvinist ethics, irrespective of the cultural background, individual personality traits and the social environment. Entrepreneur will change his marketing methods in order to have low prices and large turnover. Reduction in cost per unit will increase the output and bring profit as well. Profit ultimately leads to expansion of business.

John H Kunkel has come up with a behavioral model. As per this model the individual activities determinants are largely found in conditioning producers both intentionally and unintentionally which have to be subjected in the past and in the sets of reinforcing and

discriminative stimuli which became part of his nature, a part of his behavioral chains and present social context.

Frank Young has made a macro sociological interpretation of entrepreneurship. According to him development is an organizational phenomenon and without any exception, it is silent on the question on how person tendencies, special abilities, unusual motivation or perception of particular opportunities are changed into the emergent property that is special organization. Young emphasizes that many entrepreneurial functions are parts of solidarity and many economic problems can be overcome avoided by the solidarity of entrepreneurial group.

### **2.3. EVOLUTION OF ENTREPRENEURSHIP**

Entrepreneurship has been derived from the French word 'entreprendre' which literally means to undertake – indicates the minimum characteristics of an entrepreneur (Kirby, 2003) In the earlier 16<sup>th</sup> century it was implemented upon those who were involved in military expeditions. In the 17<sup>th</sup> century the term was used to mark civil engineering activities such as construction and fortification.

The French economist Richard Cantillon in the 18<sup>th</sup> century depicted the entrepreneur as the agent who purchases the variables of production at specific costs to bring them into another product. (Landes, 1949)

According to Hagen- An entrepreneur is a man who tries to maximize his returns by innovations. An innovation includes problem solution and the entrepreneur gets satisfaction from using his skills in tackling problems. (Desai, 1991)

Then the end of the 19th century marked the concept of entrepreneurship tainted slightly against to demarcate between the one who supplied credit and get interest and those who get profited from entrepreneurial skills.

The concluding definition from the 20th century covers Peter's ducker contention that entrepreneurship covers maximizing opportunities. He suggested that entrepreneurship proposed that enterprise doesn't simply occur all of a sudden however turns out in light of what the business person see as undiscovered in undeveloped nations.

During the pre-colonial and colonial era, the entrepreneur was mainly observed as a trader, money lender, merchant spring irresolutely by caste association and religious, socio-cultural forces ranging from the thinking of Karma to the culture of Joint family. Only two industries



i.e. cotton, textile and jute were pioneered and developed in this country. The First World War highlighted the insufficiency of India's industrial base and brought to the notice of the British Government, the urge for Indian industrial expansion, the need for Indian industrial expansion mainly to back up the war efforts.

The diversification and expansion of industries during the inter war was promoted by the tariff policy, a sideline from the traditional policy of free trade. The World War 2<sup>nd</sup> shows plentiful industrial opportunities, which could not be properly, exploited due to the poor industrial infrastructure level and other important conditions. Small entrepreneurs received great from the war. Since independence India's industrial development has been continued largely by domestic entrepreneurship. A series of steps have been initiated by the Government of India to make a healthy environment for entrepreneurial growth.

## **2.4. CONCEPT OF WOMEN ENTREPRENEURS**

Women Entrepreneurship is similarly a most recent subject that came into recognition in the late 1970's. There has been a colossal climb in the female run business undertakings and it has been seen that they have turned into the main segment with the specialty business segment. Women managed enterprise in India has trek the street from papad making and pickles making to building and gadgets. These days chose women in towns are shining their names in the non ordinary regions, for example, consultancy, garments exporting, food processing, textile industry, interior designing and so on.

Entrepreneurship by and large sense might be composed as 'an individual or gathering of people, who makes something new, uniting different components of generation , embraces chance in the working and management of business enterprise.(Data,1999).Entrepreneurship is thought to be sex impartial.

The European Commission's (2004) best project defines women entrepreneur as a woman who had started a business holding majority of the shareholding and take keen interest in the decision making process.

The OECD (2004) defines women entrepreneurial activity as the creation, management, growth and death of independent firms

The Central and State Government have always been giving priority to women by encouraging, equipping and facilitating them to become entrepreneurs, by engaging them in

the industrial sector for self employment and generating employment to the state. The Central Government has given a special definition for women industrial units.-

“A Small Scale Industrial Unit/ Industry related service or business enterprise, run by one or more women entrepreneurs in proprietary concerns, or in which she/they singly holds a share capital of not less than 51% as partners/ holders/ directors of the private limited company/ members of cooperative society and not less than 50% women employees”(MSME,2006).

Schumpeter, J.A (1951), described women entrepreneur as “Women who are innovative, starts or takes up a business activity are women entrepreneurs”.

Poornima Charantimath (2009)- “A woman entrepreneur can be defined as confident, innovative and creative woman capable of achieving self independence singly or in aggregate, creates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.”

The above all definitions concludes that women entrepreneurs are the one who apply their thoughts to plan a business idea, commence a business, cumulates for production, generate employment for others undertakes the risk and derives benefit from it for running a successful business enterprise.

## **2.5. EMERGENCE OF WOMEN ENTREPRENEURS**

“Most often global market and women are not used together in common context, but statistics reveals women have an economic role generally as an entrepreneur and mainly as a consumer”

Although women own a very large composition of the self -working group, their working is often not being standardized as ‘work’. The existing home managing techniques, catalyzes the reduction in the women productive activities when compared with men as secondary and subordinate work. Women have been economically active since the pre-historian times. However their role has went many changes from time to time depending upon the circumstances. Its contribution differs according to the structure, needs, customs and attitude of the society. It was analyzed that women generally entered into entrepreneurial activities because of their bad living standard, rising unemployment rate and other personal paradoxes issues. In Babylonia, about 200 B.C. women apart from managing their household chores were permitted to work with their men in business and work as scribes. By the end of 14<sup>th</sup>

century women were being accepted with men as carpenters, saddlers, barbers, tailors and spurriers in countries such as England and France. In ancient Greece women belonging to higher class did not do any work, but lower class or scheduled class women have to perform a variety of jobs especially to unskilled ones to fulfill their basic necessity of food, clothing and shelter. It was only at the time of Industrial revolution during the 18<sup>th</sup> and the 19<sup>th</sup> century with the emergence of factories women was given equalization and they began to compete with men in their respective fields of work. However they prefer to choose only those women which demands less money for their work and are less valued. The above picture reveals the level of exploitation they faced in the early capitalist system as they were forced to work for maximum number of hours at minimum wages. Later in the year 1948 the ILO (International Labor Organization) came up with the employment policy to protect the interest of workers, to remove all kinds of discrimination against women, and to provide equal rights to women as they were not treated equal to men on several socio economic footings during the earlier phase.

## **2.6. IMPORTANCE OF WOMEN ENTREPRENEURSHIP**

Women Entrepreneurship has been documented as an major tool in the economic development of the nation. Its economic empowerment has been at the core of the nation overall growth and development. Women have valuable contribution in sustainable development as well. The prosperity and growth of a nation depends upon the optimum utilization of all its resources including human capital resource. Women entrepreneurship assumes to be of great relevance in economic prosperity of a resurgent economy like India. Efficient time bound policies and strategies must be opted to remove the disabilities of women entrepreneur and develop the spirit of entrepreneurship among them. Actually the countries are unable to realize the hidden potential of women. Our society is always doubtful about the competence of women to take up arduous task like entrepreneurship. In India also the women potential is left untapped and unutilized. It should be tapped towards entrepreneurial pursuits and a concerted effort would change the socio economic picture of the country.

The major problems faced by underdeveloped countries like India is poverty and unemployment. So empowering women is essential not for meeting the social needs but also targets at a holistic social development. The economic empowerment of women is fundamental to their general empowerment including a better living standard through self

supportive enterprises imitated and developed by them. If women earn income outside home they will be able to have full exercise over it and their purchasing power at home also increases. (Chen, 1995) Past experiences also shows that majority of the niche women spend money wisely and make intelligent decisions to increase their profit margin. Access to the savings and credit facilities assists poor women to make relatively larger investments and enable them to take advantage of profitable business opportunities and increase their earning potential. (Hall, 1957)

Promotion of women entrepreneurship is a consistent means of attaining economic strength of women and their families. It may involve expenditure on education and health. This in turn will increase their decision making capacity as well and removes gender biasness to an extent. Apart from this there are other reasons as well for promoting women entrepreneurship like its close link with several variables, the flexibility in the nature of work that attach gainful employment with household responsibilities and economic self sufficiency and most importantly the changing scenario that takes away the bread and butter from an increasing number of women. This fact has drawn the attention of policymakers and planners towards the worth of women income generating activities and their needs as well, which created a path for women entrepreneur movement.

## **2.7. WOMEN ENTREPRENEURS IN TRANSITION**

In today's continuously changing phase every woman wants to establish her career in order to become self independent and develop self – confidence. But establishing their individual career is not a easy task because they survived in a male dominated society and since they are moving from a protected family background into a male governing environment for hunting their own identity, rather than being identified as different tags such as mother, someone wife, or daughter. They stand at the crossroads. This is a period of change or transition for them, a level where they are tattered between the manacles of the past and the visibility or the imaginings of the bright future. In this period of transition they may feel lonely, empty and worried. As Erik. H. Erickson, in his psycho-social theory of development says the identity crisis is particularly a difficult period because; the whole future of the individual as well as the next generation appears to be dependent on it (Pillai).

## **2.8. FUNCTIONS OF WOMEN ENTREPRENEUR**

As an Entrepreneur, a woman has to undertake multiple tasks involved in setting up of a business venture. It involves idea generation and screening, determining the goals, project

preparation, product scrutiny, determining the nature of organization, fulfillment of promotional formalities, raising funds, arranging resources and the management of business. Women entrepreneurs mostly undertake three types of job.

- Producing items for selling it directly in the market.
- Producing the items as per the long term or short term need of the enterprises.
- Playing the role of an intermediary with the raw materials provided by the customer.

Harbison (1956) has specified the accompanying five functions of women entrepreneurs;

- Searching the avenues of setting up a new business unit.
- Undertaking of dangers and the treatment of monetary issues associated with the business..
- Coordination, Administration and Control.
- Introduction of innovation or imitation of innovations.
- Supervision and Leadership.

The other functions performed by women entrepreneur in an economy-

- Setting up a new business unit.
- Bearing risk and reducing uncertainties.
- Supervising the business plan.
- Introducing Innovations or imitating innovations.
- Coordinating and controlling the enterprise.

## **2.9 TYPOLOGIES OF WOMEN ENTREPRENEUR**

The nature of capacity building needs changes with their level of operation. The women entrepreneurs are broadly classified into different categories namely – the self employed women and the service class or the one who are in employment is divided into three broad typologies.

### **2.9.1. Micro Entrepreneurs**

Women being engaged as homes based workers such as small vendors, petty traders, hawkers, suppliers of service and cultivators etc earn a very low income in rural and urban areas. Most of them are illiterate and belong to lower strata of society, having low skills which they possess through household work like cooking, knitting, weaving bamboo, handicraft, textiles and so on having no prior work experience. They set up small business

units out of economic obligation, to bring some stability in family income, in case where women are the feeders of their family, to earn a livelihood for them and their family (Perera, 1995). Some of them get an opportunity to stand in the market because of their background. Generally most of them operate their business from their residence. Use of less or no technology and servicing to the local and lower end market people and small business are their part time work, featured by the irregular work hours. They utilize their personal savings and take small loans from informal money lenders. They often operate their business in illegal sector as it is practically impossible for the poor to live and work legally, the cost of working legal are tremendous (Henvando,1987).As a consequence they are unable to get any government support, which is being given to organized sector (Levitsky,1994).

### **2.9.2. Small Entrepreneurs**

This category includes upper middle class and urban middle women entrepreneurs who generally have access to Government support infrastructure and services for operation of their business. They are well educated and have better exposure to market, well established business network through their family members or friends engaged in other business activity. The past research says that most of the women entrepreneurs enter into the entrepreneurship business at the middle age of (35-40) years, most probably after their children had grown up, as they spent most of their time in their disposal.(Dinesh,1995) A study of45 entrepreneur had been conducted by Entrepreneurship Development Institute that provides strong evidence about the inherent capabilities of women entrepreneurs who successfully set up and manage their enterprises in this' Man Environment' which is difficult and hostile to women. They also use better technology; make higher investment in order to manufacture better industrial products. These entrepreneurs are self independent and well groomed possessing characteristics such as ambition, self confidence, risk taking, resolution, risk taking and assertiveness.

However it is being well observed and said that by the time women get free from their families responsibilities, there is hardly any scope left for them for getting employed in the organized sector. Despite of being well educated, they lack adequate and relevant experience to pave a way in the employment market at a desired level. In order to channelize their energies and give voice to their creativity, they pick business enterprise as a profession alternative. It is a direct result of the push and pull factors that some pick enterprise as an profession choice and some receive it because of some residential obligations.

### **2.9.3 Women Owner of Large Business**

These women entrepreneurs by and large come from wealthy segment of social strata, basically from business house or from family of senior bureaucrats. This is miniature minority in the women business world. They become women entrepreneurs by birth or by dividing the large business houses. They have access to the corridors of power and all those who matter. They are all together in the different mode of business operations, which is nothing in common with women micro and small scale entrepreneurs except their gender.

## **2.10. REASON FOR STARTING THE BUSINESS**

### **2.10.1 By wish Entrepreneurs**

- Free availability of time
- Hobby or Special Interest
- Ancestral Business

### **2.10.2 Push Factors**

- Requirement of Money
- For Financial Support

### **2.10.3 Pull Factors**

- Flexibility
- Challenge
- Showmanship- Show others that you can do it
- Independent
- Self Satisfaction
- Service as a model to children
- Provide Employment to others.(Das, 2000)

Many studies revealed that there is much dissimilarity between male and female motives for starting a venture. The study being conducted in several developing countries shows that there are three types of women entrepreneurs namely- By wish, pull factors and push factors- it is dependent on how their business got started. By wish entrepreneurs are those who started their enterprise without any specific reason- may be because of their interest to economic enterprises over a period of time. Forced or Push entrepreneurs are the ones who started their business because of their prevailing situations (such as death of either of the spouse, financial

instability in the family). Pull entrepreneurs are those who are inspired and developed through Entrepreneurship Development Programmes. Almost one fifth of the women take entrepreneurship due to push and pull factors.

## **2.11 WOMEN ENTREPRENEURSHIP AROUND THE WORLD**

It is being wisely said that “Women are the real architect of the Society” as the increasing numbers of females in the business world as entrepreneurs or business owners in the past few years has changed the demographic characteristics of entrepreneurs. Women owned enterprises are now playing an chief role in the community and the economy, representing about 25.8 percent to 28 percent of total entrepreneurship in the world. Women’s enterprise development can play a imperial role in the poverty alleviation and generates employment. Entrepreneurship among women also provides the opportunity for becoming self independent and flexibility to improve the standard of living. (Kantor, 2001)

In past few years the number, sizes and type of women run business have been passing through many significant changes. In the United States of America alone between 1987 and 1997, the proportion of women owned enterprises increased by 89% (Haynes, 2000). In China, Women make up 20% of all Entrepreneurs. In USA in 2008 women owned business comprises of overall 10 million enterprises, employed almost 13 million people and generated \$1.9 trillion in terms of revenue. While the common outlook for women entrepreneurs seem hopeful and their ability for job creation and economic growth can be significant, their efforts to take part in the entrepreneurial activities are still hindered by many obstacles and may be often in terms of gender specific (Coleman, 2002). By involving women in national economic policy, Canada is creating a model for empowering women and developing the strength of domestic and international market. In Canada women owned business nearly constitutes of one third of all the businesses and provides almost one million jobs to people residing there.

A similar vogue is being examined in the developing countries of Asia where women owned business accounts for 40 percent of the total workforce. It has also been observed that women in number are twice in China in terms of starting a new business. In Japan too similar situation exists. In Eastern Nigeria half of the trading activities are carried out by women and in Ghana almost 80 percent of the trading persons are women (Arja, 1991). In Africa women owned business are more than one third and most of them are in informal sector.(Finnegan,2003).According to ILO Statistics, 2004 the percentage of women



employers and self employed persons ranges from 42 percent in Indonesia, 36% in Philippines, 30% in Thailand and 24% in Malaysia. This percentage is smaller in developed countries.

In today's competitive scenario the status of women has not only become a matter of socio-economic concern but also a matter of economic concern also. The initiation and management of a business is a multifaceted process that inculcates one's personality, interest, nurturing and role models, skills and chances. Past researches reveal that men's decision for choosing entrepreneurship as a career is based on the income, risk bearing and control while women opts for entrepreneurship for her personal satisfaction, personal grooming and Independence. Few scholars (Konrad, 1997) states that unlike men many women are also career oriented, rather than family focused. They also want to earn more money, become independent and utilize their inherent capabilities in achieving higher posts (Moore, 1997).

In India although, entrepreneurship in general has grown rapidly, the participation of women in it is still very low. Figure 2 provides information on growth of women entrepreneurship in various groups and countries in the world. The statistics suggests that women entrepreneurship in India is relatively lacking in comparison to peer countries. India performs poorly in comparison to all groups and strikingly, in comparison to the not so developed south Asian region. The cross-nation data from the World Bank Entrepreneurship Picture find that rate of entrepreneurial growth in India is lower than as expected by the economies, its stage of development would suggest; similar comparisons also highlights that gender ratio in India among entrepreneurs is less than its peers like China (Ghani 2013) The percentage of firms with majority share of women is highly low at 2.8%. Also, the percentage of firms with female sharing in ownership staggers at partly 10.7 per cent. These statistics are disturbing and demoralizing. There is need to check the causes of slow growth of women entrepreneurship in India. The progress of women entrepreneurship represents tremendous growth opportunity for the country.

**TABLE 2.2 Participation of Women in Entrepreneurship (Organized Sector)**

Economy or Country	% of firms with female participation in ownership	% of firms with a female top manager	% of firms with majority female ownership	% of permanent fulltime workers that are female
All Countries	33.9	17.3	10.9	32.9

High Income non-OECD	38.2	22.9	18.5	41.8
High Income OECD	35.1	14.7	9.8	33.7
South Asia	18.4	11.0	9.6	18.3
China	64.2	17.5	-	37.8
<b>India (2014)</b>	10.7	8.9	2.8	14.7

Source: World Bank Enterprise Data

There have a lot of been legislative efforts being made by government still women face lot of discrimination in the business or work part. However small business have provided women with stage for economic appearance through entrepreneurship and employment. According to the Center for Women Business Research 2005, more than 65% of the women based businesses are engaged into retailing and service sector but they are now heading towards previous male dominated arenas. The businesses started by women are no doubter smaller in size. But their impact is not smaller (Fisher, 2004).These businesses tend to grow slowly when compared with men run enterprises.

## **2.12 ENTREPRENEURSHIP PYRAMID IN INDIA**

On the basis of various sectors and people involved in the entrepreneurial activities in India, **National Knowledge Commission (2008)** has provided an **Entrepreneurship Pyramid**, which gives an insight of the type of areas in which entrepreneurship takes place in India. The structure of Entrepreneurship Pyramid is given below:

1. Level-1: Includes Agriculture and Allied Activities (Crop Production, Plantation, Forestation, Livelihood, Fishing, Mining, and Quarrying).
2. Level-2 : Trading Services : Wholesale and Retail Trade ; Hotels and Restaurants
3. Level 3: Old Economy or Traditional Sectors: Manufacturing Water, Electricity and Gas Supply.
4. Level 4: IT, Finance, Insurance Business, Construction, Building Community, Socio-Personal and Personal Services, Supply Chain.(Enterprise Survey)

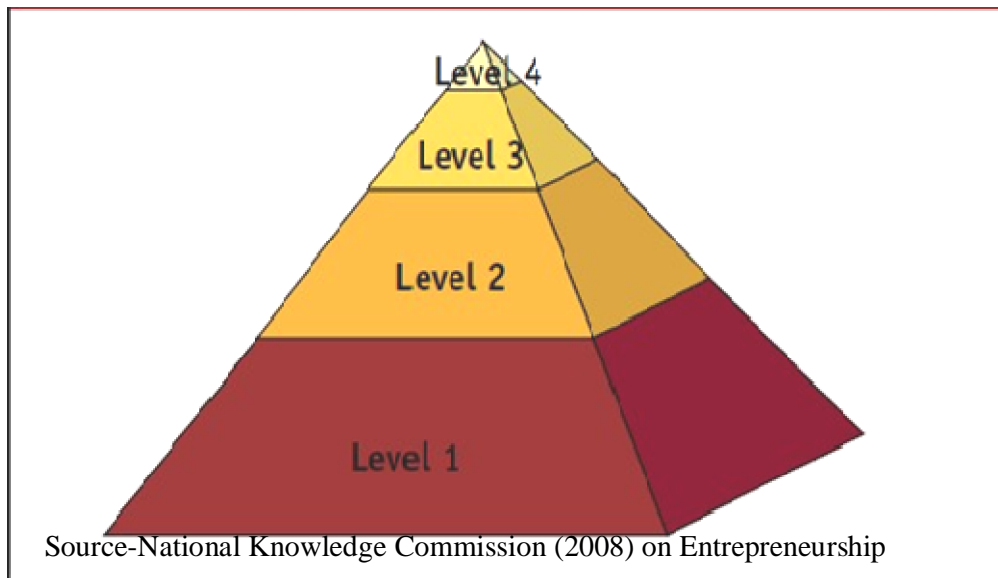


Figure 2.2 Entrepreneurship Pyramid

Almost 41% of the existing enterprises in India fall under Level 2 which represents Trading and Manufacturing activities, basically the traditional areas of Entrepreneurship. Around 18% of the entrepreneurs are engaged in the activities belonging to Level 3. Level 4 in the pyramid covers global outlook it is expected that in future Level 3 and Level 4 of pyramid may broaden by virtue of activities migrating from Level 1 and Level 2. Such trends are always been seen with the emergence of new companies over the past few years. The growth of companies in Level 4 is much faster as compared to those in other levels. It is important to note that majority of enterprises in Level 1 and Level 2 do not register themselves as companies and instead function largely as self employed entities.

### **2.13 WOMEN ENTREPRENEURSHIP IN INDIA**

Entrepreneurship has relatively now gained momentum in most of the developed and developing countries. However Women in these countries have started playing a vital role by venturing into new and innovative start-ups. The surfacing of women entrepreneurs and their visionaries and their top to bottom association in the local economy is very obvious in India. The quantity of ladies business people has expanded quickly in past couple of times particularly in 1990s. Women Entrepreneurs have demonstrated their potential, yet at the same time reality continues as before that they are skillful of accomplishing more than what they are really doing. Women Entrepreneurship has been considered as an undiscovered wellspring of economic development amid the most recent couple of decades. They are assuming critical part in advancing the development and advancement of a nation. Women are these days changing the look of present day business. They are in the outskirts of administration segment, the quickest regularly developing area of the economy They have

introduced innovative system and schedules. The 1991 Industrial Policy has helped women in many ways and motivating them to take up entrepreneurial activities. EDPS conducted by many agencies and institutions at both centre and state level are providing training to women. Apart from this the Small Industries Development Organizations (SIDO) has its field officers all over the nation for provide training and but also making them aware about the various schemes to set up their business units.

In India 1990s was the decade of Industrial detonation. The new industrial policy paved the way for SSI sector to transpire as an active and vivacious sector of the economy with entrepreneurship at the centre point. The concept of women entrepreneurship has become popular not only in metros cities but also in smaller towns. This change has occur due to various reasons like change in the mindset of the society to some extent, women breaking the old and traditional carved chains and realizing their self potential and most importantly credit and other benefited provided by the state and central government for setting up of business venture.

## **2.14 WOMEN ENTREPRENEURSHIP IN RAJASTHAN**

The state of Rajasthan, ironically known for its the archaic culture and world-renowned valor, with illustrious classical record of heroes and heroines, its soil captivated the blood of numerous warriors and bearing the impression of numerous battles, its flora and flora citing certain places, natural sight of extraordinary beauty, entrepreneurial skills and capability of dedicated Marwari's, but still occupies a back seat amongst the industrialized state of India.

Rajasthan is the largest state in India having a geographical area of 10.4% of India and is administratively divided into 7 divisions, 33 districts, 244 tehsils, 249 panchayat samities and 9168-gram panchayat (**Rajasthan Wikipedia**).Entrepreneurs act as a catalytic agent of change, the hope of economic growth. They are the coordinators of the society's constructive resources, produce new articles, cultivate new production techniques, established new industrial enterprises, contributes to the advancement and enlargement of existing enterprises, boost up capital formation, and creates new employment opportunities, improve standard of living, eradicate poverty, regional imbalances and execute policy-worthy recommendations. The skill and character of an entrepreneur are called entrepreneurship. It is the course of seeking for new opportunities in the market, simultaneously arranging the necessitate resources for exploiting and meeting those opportunities for future success. It also includes

the process of planning, organizing, searching opportunities and translating the dreams into the realism.

In the 21st century, women have ventured into many male dominated areas and business is amongst them. The transformation from clustered joint family environment, male-dominated era to cut throat competition multinational business, transnational companies had its agony. Some, who could not bear it all, faltered and retreated. The others who manage to snubs in the changing phenomena stride and survived. These are the ones who now writing the pages of tomorrow's achievements. On the contrary, there are still some places where women cannot get business credit without their husband's or father's co-signature. But networking among solely women entrepreneurs constitutes a noteworthy support for dealing with gender – related constraints and techniques for negotiating with them. The state government is very conscious towards women entrepreneurship development and had adopted several measures through women empowerment programmes. To provide incentive i.e. to cater the need for women and to make a balance with various department working, a separate directorate for woman empowerment was established in 2007 in Rajasthan. Women as entrepreneurs in Rajasthan can avail definite benefits such as: geographically largest state in the country. New State SEZ act is on the anvil, first state to have single window mechanism for investors through an act. New investment policy, strong industrial base (over 322 industrial areas across the state) IT policy is in place, Low operational cost (around 30%) and low attrition rate, abundant human resources (IIT, NIT, Amity, AIIMS, BITS, National Law University, Central University World Class University, IIM, Jaipur Ranked 3<sup>rd</sup> in India for “Ease of doing Business” **by World Bank, 2015 on India**, committed leadership and conducive investment climate, Pro-active support from the state Government, peaceful and congenial work environment, Land of Prestigious Multinational companies (Ericson, Genpact, Deustse Bank, Gillette, Corning, Bausch and Lomb, Honda, Saint Gobaen, Mico Bosch) one of the largest producer of mines, and minerals (marble, granite, sandstone, gypsum etc.) .

Also, the Central Government, State Government IDBI, RIICO, RFC and DIC's are also providing adequate support in the form of Land allotment, concessions, rebates, financial assistance, training, raw material and technical guidance so to promote women entrepreneurship in Rajasthan. The Entrepreneurship Development Institute at National and State Level Industrial and Investment corporations organize special programmes not only to serve special requirements of existing women entrepreneurs but also identify new entrepreneurs to commence enterprise creation. There is special scheme Mahila Udyam Nidhi, Stand up India for women who are enthusiastic to set up their own units. However,

several studies have indicated that many women and also organizations supporting these entrepreneurs are not familiar or aware about the same. Hence, the present study will be helpful in highlighting and encourage women entrepreneurship. It is also expected in the dynamic and changing era where socioeconomic and cultural norms are changing, urbanization, industrialization, emergence of the nuclear family, globalization, information technology is taking place; women need to be motivated to enter into new fields and prove their credibility in greater numbers as successful and vibrant entrepreneurs.

## **2.15. WOMEN ENTREPRENEURSHIP PROMOTIONAL MEASURES**

A large number of promotional agencies have been started at both country and state level in order to promote entrepreneurship in general and women entrepreneurship in specific. Several measures in the form of policy, land availability, funds, raw material etc are being provided by these agencies. In spite of all these assistance efforts, the SSI has not been able to give satisfactory results. This lacuna is accredited to always experience increasing hurdles faced in channelizing capital and finding suitable market for the product. Many units get sick during the initial period only without making any entrance into developing appropriate market for their goods and services. Industrial promotional agencies can be understood as the institutions formed and nurtured either by Central or State Government or both for the creation and development of industrial enterprises. Industrial promotional agencies are the pillar of any nation. The economic prosperity of a nation is directly proportionate to the degree of industrial growth. Industrialization can only be improvised through the influence of industrial promotional agencies.

On the other hand training is also very important for helping women of non-traditional high skilled areas of production and marketing. Training helps to boosts the level of self confidence in women and make them self reliant in them. They should be provided with the financial and operational assistance to uplift the quality in the work level of women entrepreneurs. A survey revealed that economies providing more benefits and help to the women entrepreneurs have high female entrepreneurship rate. One important indicator of the success in promoting entrepreneurship is the satisfaction level of women.(Sheikh,2002) Old and discarded approaches to promote entrepreneurship will be insufficient to promote women entrepreneurship as they fail to consider the constraints and motivational factors of entrepreneurs (Hughes,2006).Specific support system considers the need and challenges and

the different situations of females. All developed countries have their own designed strategies and programmes to support women entrepreneurs.

## **2.16. SUPPORT FOR ENTREPRENEURSHIP DEVELOPMENT**

Several EDPs/ MDPs have been conducted by MSME DI for providing training to current and potential entrepreneurs and charge some fees for providing such services. To motivate more women to become entrepreneur the Schedule Caste, Schedule Tribe, women and physically challenged persons there are no fees, rather these institutions paid them stipend of Rs 500 per month. Around 50000 entrepreneurs will be provided training in different field such as IT, Fashion Technology, Pharmaceutical etc.20 percent of these courses are exclusively meant for women.

### **2.16.1 Small Industries Development Organization (SIDO)**

It is a main body which formulates, manages and reviews the programmes and policies being framed for the development and promotion of SSI units in the nation both at the state and central level. It maintains cordial relationships with other departments of government such as central ministries, planning commission, financial institutions, state ministry, voluntary organizations and other related agencies. However it does not include those activities which fall under the region of specialized boards like All India Handloom, Handicrafts, and Sericulture etc.

### **2.16.2 Entrepreneurship Development Institute (EDI)**

EDI was established in May 1983 in Ahmadabad, is an autonomous body and is supported by key financial institution, namely IDBI Bank Ltd, IFCI Ltd, ICICI Ltd and SBI. The Institute is registered under the society registration act 1860.

- The institute conducts EDP in a proper and methodological manner, which is so designed to suit the intellectual level and socio economic background of target group.
- Special Entrepreneurship Development Programmes are organized for focused groups, science and technology graduates, and women for rural self employment.

EDI also offers achievement motivation training and experts counseling for choosing appropriate projects.

### **2.16.3 National Institute for Entrepreneurship and Small Scale Business Development (NIESBUD)**

The NIESBUD was set up in 1983 under the Ministry of MSME involved in training consultancy, Research and Development in order to promote entrepreneurship especially in small scale business and industry. This institute is also the secretariat for the National Entrepreneurship and Development Board (NEDB). It also formulates the policy for entrepreneurship development in India.

#### **2.16.4 National Level Standing Committee for Women Entrepreneurs**

A National Level Standing Committee on Women Entrepreneurs was set up under the chairmanship of Minister of the State for Sports, Minister of Youth affairs, Women and Child Welfare to take care of the queries of women entrepreneurs and develop policies in support of entrepreneurship among women in nation. The committee also suggested a definition for women entrepreneur which has also been adopted by Small Scale Industries Board. A women cell is also working in their SSI office to solve the problems faced by women.

#### **2.16.5 Small Industries Development Bank of India**

Small Industries Development Bank of India (SIDBI) is the key financial institution for the enhancement, endorsement and funding of MSME industries. It supports and assists the SSI sector which includes the small scale industry through its schemes designed specially to meet the necessity of opening new enterprise, its growth, diversification etc. The Rural Industrial Programme of SIDBI focus on creation of rural employment through enterprise promotion in rural areas and solving problems like rural unemployment, urban migration, under utilization of technology etc.

#### **2.16.6 National Small Industries Corporation Limited (NSIC)**

The National Small Industries Corporation (NSIC) has been fostering the development of small scale industries in the country over 45 years. In addition to various schemes such as equipment leasing scheme designed for expansion, modernization, diversification and technological up gradation of the small scale industrial units, marketing assistance schemes, single point registration scheme etc.

#### **2.16.7 Prime Minister Employment Generation Programme (PMEGP)**

The Government of India launched a new credit linked subsidy scheme called PMEGP from 2008-09 by clubbing two schemes PMRY and REGP on 31.3.2008. The Khadi and Village Industries Commission (KVIC) were granted the permission and approval for the



implementation of the scheme at national level whereas the state KVIC directorates, State KVIB and DIC and banks function at the State Level.

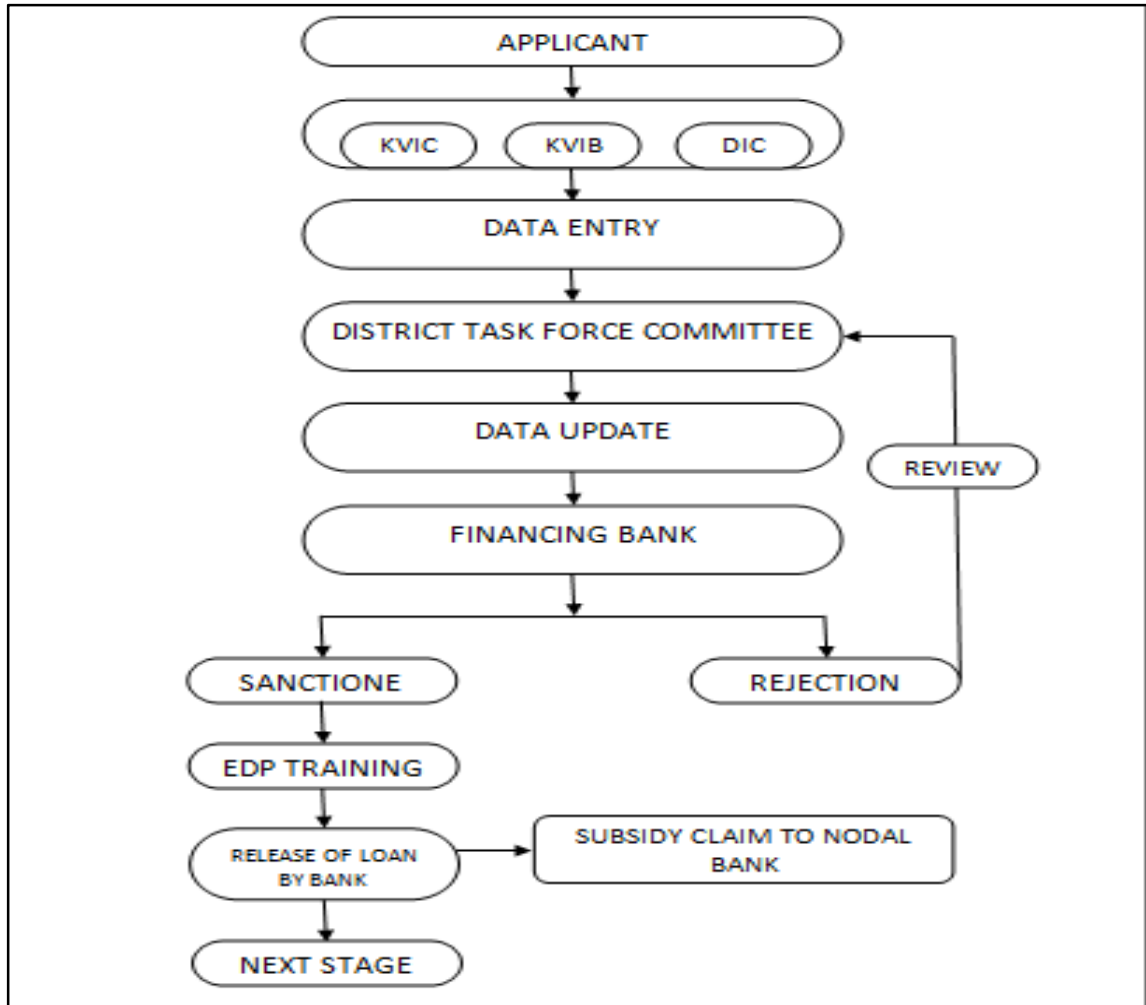


Figure 2.3 Flowchart of PMEGP Loan Application Process

Eligibility Criteria of Beneficiaries under PMEGP are-

- Any person above 18 years of age.
- There will be no income ceiling.
- For establishing project costing Rs 10 lakhs in the manufacturing sector and above Rs 5 lakhs in business sector
- Assistance will be available to selected projects.

- Beneficiaries of PMEGP, women whether SC/ST /OBC, physically and mentally challenged people etc (MSME Report,2016).

#### **2.16.8 Industrial Finance Corporation of India (IFCI)**

In order to provide direct loans to the industrial concerns which were passing through crisis or found inadequate, IFCI was set up in the year 1948 to provides direct loans to industrial units, refinance of industrial loans and export credits, rediscounting of bills, underwriting of securities of industrial units and direct loans for exports.

#### **2.16.9 National Bank for Agricultural and Rural Development (NABARD)**

The preamble to the National Bank for Agricultural and Rural Development Act 1981 sets out the objective for setting the new institution. To quote, ‘An act to establish a bank to be known as NABARD for granting funds, for the promotion of agriculture and allied activities, cottage and village industries, handicraft and other rural industries with a view to encourage integrated rural development and assuring remodeling of rural areas and for matters linked there with or attached thereto.

#### **2.16.10 National Association of Women Entrepreneurs and Executives (NAWEE)**

The NAWEE is an all India institution which is a non-profit membership organization which acts a clearing house on problems and opportunities faced by women entrepreneurs and executives of all level and to help them in their development and safety. It also acts training and development institute so as to further equip women to be able to face the numerous challenges that occurs in their respective environment. NAWEE works closely with industries and organization concerned with women entrepreneurs and executives in establishing benchmarks on successful operations through research and analysis.

#### **2.16.11 Tread Relation Entrepreneurship Assistance and Development Scheme for Women (TREAD)**

Trade Related Entrepreneurship Assistance and Development Scheme for Women (TREAD) is an important scheme for the development and promotion of women entrepreneurs.

##### **Objectives of the Scheme**

- To complete training programs for women
- To confer training to females in Entrepreneurship.
- To bolster NGOs which are occupied with entrepreneurial training

- To bolster national level establishments being conferred in giving training to entrepreneurs

**Three major components of the scheme are-**

1. Out of the total project cost 30% of the grant is given by the Government of India to NGOs for fostering entrepreneurship among women and remaining 70% of the sum is dispensed by the loaning foundations as advance
2. GOI also offers grants of Rs 5 lakhs on requirement basis to NEDI and other apex institutions for preparing training module, carrying research etc.
3. OI allow upto Rs 1 lakhs for every program to preparing organizations for bestowing training to the women entrepreneurs.

**2.16.12 Credit Guarantee Fund Scheme**

This scheme was launched for the SME industries in the Year 2000 with the objective to provide loans upto Rs 25 lakhs to the SSI units especially to the small scale units without any collateral security or guarantee. The scheme is governed by Credit Guarantee fund for small industries along with the GOI and the IDBI. Further this scheme provides collateral for short terms loans or liquid funds to existing and potential SSI. In case of women enterprises the guarantee cover is upto 80 percent of the credit subject to maximum guarantee of Rs 20 lakhs. The member lending institution availing of the guarantee organization profiting of the assurance from the trust needs to pay one time ensures expenses of 1.5 percent of the credit office authorized by the lending scheme to the borrower.

**Operation of the Scheme**

The entrepreneurs whose application is acknowledged by the loaning bank may ask for the bank to get security from the Credit Guarantee trust support. This office is accessible online to the loaning banks and leeway from the trust is conveyed in multi day or two.

**2.16.13 Bharatiya Mahila Bank Scheme**

This scheme is being initiated by Bharatiya Mahila Bank that provides working capital and term loan to the women entrepreneurs upto Rs 20 crores. Specific loan scheme is available for setting up home catering, daycare centers. Since the bank do not insists on collateral, the loan upto Rs 1 crore are insured with the credit guarantee fund trust for MSME.

**2.16.14 Akshaya Mahila Arthik Sahay Yojana**

This scheme is being launched by Bank of Baroda for providing term loans and working capital limits on movable and immovable assets.

### **2.16.15 Scheme for Professional and Self Employed Women**

The scheme is being supported by Oriental Bank of Commerce which provides term loan maximum Rs 500000 including the working capital limits of Rs 100000 for a period of five to seven years tenure.

### **2.16.16 Dena Shakti Scheme**

Under this scheme Dena Bank provides term loan and working capital with a ceiling limit of Indian rupees up to 2 million.

### **2.16.17 Cent Kalyani Scheme**

Under this scheme the Central Bank provides loan up to Rs 10 million without any collateral security and third party guarantee.

### **2.16.18 Marketing Fund for Women**

This scheme is facilitated by SIDBI, aims at providing financial help to women entrepreneur and organization implicated in marketing of goods produced by women entrepreneurs to increase their contacts in national and international market.

### **2.16.19 Priyadarshini Scheme**

Under this scheme the bank provides long term working capital assistance to women entrepreneurs under the following cases-

1. Professional and Self Employed such as Chartered Accountant, Lawyers and Doctors
2. Retail Traders like General Provision Stores and Grocery Shop
3. Village, Cottage and Small Scale Industries
4. Small Business like Beauty Par lour, laundry and Circulatory Library
5. Road transport
6. Allied Agricultural Activities

The maximum loan amount depends on the entrepreneurs needs subject to maximum ceiling limit of Rs 2 lakhs in case of term loan and Rs 1 lakh for working capital, interest rate ranging from 12 percent. Repayment time period is decided after considering the expected surplus income and normally a span period of 3-5 years. The assets acquired with bank finance will be hypothecated as security. The entrepreneur contribution margin is 20 percent depending upon the type of activity.

### **2.16.20 Micro and Small Enterprise Cluster Development Programme (MSE-CDP)**

Micro and Small Industrial contribution is very huge in the industrial production of the nation. The workplace of the development commissioner (MSME) has propelled a plan named as Micro and Small Enterprise Cluster Development Program. The plan is pertinent to any group of enterprises where there is comparability in the production method, quality control, testing, vitality preservation, contamination control and so on. The Cluster Development programme visualize a detailed study of traditional skill based MSE clusters customary skill based MSE groups to recognize reasonable advancements and their suppliers and to encourage appropriation of accessible innovation to meet the particular needs of the client. It also enhanced competitiveness, technological advancement, adoption of best management practices, creating job opportunities, marketing of products etc. The plan additionally offers help for capacity building, common facilities, assimilation and dispersion of the accessible innovation from its makers to the beneficiary bunch of little ventures.

#### **2.16.20.1 Infrastructure Assistance**

Infrastructure assistance covers in its ambit the building of basic facilities like power, approachable roads, water supply, storage etc. MSME Ministry's provides assistance which is presently restricted to 40 percent of the total cost. Only one component of Infrastructure Assistance i.e. Display or Exhibition Centers are eligible to a higher level of support in connecting markets of towns and supply the products manufactured by the Women's cluster.

### **2.17 RECENT POLICY REFORMS FOR ENTREPRENEURSHIP DEVELOPMENT**

#### **2.17.1 Ministry of Skill Development and Entrepreneurship (MSDE)**

It came into existence as Department of Skill Development and Entrepreneurship on 31<sup>st</sup> July 2014 and later created as Ministry on 10<sup>th</sup> November 2014. It is responsible for coordination of all skill development efforts all around the country, elimination of disconnection between the demand and supply of skilled manpower, building up vocational and technical training framework, skill up gradation, developing new skills and innovative thinking. It is further aided by following functions-

##### **2.17.1.1 National Skill Development Agency**

It is an independent body which organizes and harmonizes the expertise improvement and Government exertion alongside the private division to achieve the skilling focuses of the twelfth Plan and past and endeavors to debilitate the socio-economic, regional, gender divide.

It acts as a nodal agency for State Skill Development Mission. The main function of NSDA is to evaluate the existing skill development schemes, prepare and maintain a national data base related to skills, ensure the skilling needs of suppressed and marginalized group are taken care of (NSDA,2014).

#### **2.17.1.2 National Skill Development Corporation (NSDC)**

It is a kind of PPP Partnership in India which goes about as a specialist in giving finance to endeavors, organizations and associations that give ability based training. NSDC with 160 preparing accomplices and 1722 training hubs has so far prepared around 35 lakhs individuals crosswise over India (MSDE, 2016). It has made couple of strides, for example, "Advancement for Skill Marketplace "and 'Innovation for Skill Challenge". Udaan an uncommon industry for individuals of Jammu and Kashmir executed by NSDC which means to give skill training and expand the employment bent of jobless youth of Jammu and Kashmir.

#### **2.17.1.3 National Skill Development Fund (NSDF)**

It was built up for raising capital from both from Government and NGO divisions for skill development in the nation. The fund is included by different Government offices and different supporters to fuel and build up the aptitudes of Indian Youth by different area specific performance.

#### **2.17.1.4 Sector Skill Council (SSCs)**

These are industry driven bodies which are subject for characterizing the skilling needs, idea, procedures, confirmation and accreditation of their respective industry parts. The SSCs should issue the National Quality Standards and Qualification Packs for the activity parts implied for their industry and might work together with the NSDA to ensure that these according to the National Skill Quality Framework (NSDC,2015).

### **2.17.2 National Policy on Skill Development and Entrepreneurship 2015**

It gives a shed to all skilling exercises being done inside the country to adjust them to normal benchmark and associate the skilling with demand centers. The approach relates the ability advancement to enhanced employment and profitability.

### **2.17.3 Entrepreneurship Development Scheme**

It is currently being developed by MSDE. The scheme is being designed around various elements like entrepreneurship education curriculum, web and mobile based networking platform, entrepreneurship hub (e hubs network, international linkages, national entrepreneurship day, promotion of entrepreneurship among women and minority sections, social entrepreneurship etc.(MSDE,2016)

#### **2.17.4 Pradhan Mantri Kaushal Vikas Yojna(PMKVY)**

It is a lead conclusion based expertise preparing plan of the MSDE that offers 24 lakhs Indian Youth significant training, industry applicable and knowledge based training. The motivation of this ability affirmation and gratefulness conspire is to encourage and call up a huge piece of Indian youth to take up result based aptitude training and became employable and earns their livelihood. The skill card will also be given to those certified PMKVY which will act as authenticate skill certification.

#### **2.17.5 Make in India**

Government of India has taken an initiative to promote the multinational foreign and domestic companies to produce their products in India through “Make in India” campaign. The main motive behind the plan is to create job opportunities and enhance skill development in twenty five sectors of the economy. It further focuses on setting high quality parameters and reducing the effect on the environment. The initiatives hope to bring capital and technological Investment in India.

#### **2.17.6 Start Up Initiative**

It aims to support business enterprise among the young of India. The Start-up India, Stand up India advances bank financing for new start up and offers motivators to upgrade Entrepreneurship and employment creation. The plan will give another measurement to business enterprise and help in setting up of a system of start up in the nation. (PMKVY, 2015)

#### **2.17.7 Mudra Yojana**

Micro Units Development Refinance Agency (MUDRA) Bank has been set up on 8<sup>th</sup> April 2015 for the development of micro units to boost Entrepreneurship in India and provide the disbursing funds to the non corporate small business sector. MUDRA Bank provides refinance to Banks, MFI, NBFC's etc for loan to micro units having loan requirement from

Rs 50000 to Rs 10 lakhs. Under Mudra Yojana, the Mudra Bank has launched three products named Shishu, Kishor and Tarun to signify the stage of development and funding requirement of Entrepreneurs.(Pant, 2014)

### **2.17.8 Mahila E Haat**

For the financial strengthening of women an online entrance has been set up by the Government of India named as "Mahila E Haat". It is an online stage for the women entrepreneurs to advertise their products. It is an activity taken to provide food to the desires and needs of the women which will use innovation for promoting the items made by them. They can even market those services which feature their potential gauge eg. tailoring. This remarkable e-stage will reinforce the financial strengthening of females as it will assemble and give better roads to them. More than 10000 Self Help Groups (SHGs) and 1.25 Lakhs women recipients would be profited from the day of launch of the site itself. Participation in e-Haat is open to all Indian women citizens more than 18 years of age and women SHGs desiring for marketing their legal products/services after indemnifying RMK from any or all acts of transaction.

## **2.18 SOURCES OF ASSISTANCE FOR WOMEN ENTREPRENEURSHIP IN RAJASTHAN**

The Government of Rajasthan guides the industrial business units by granting financial support, infrastructure development facilities and training/consultancy services. A group of network institutions like Rajasthan Skill and Livelihood Development Corporation (RDLDC), Rajasthan Financial Corporation (RFC), Small Industries Development Bank of India (SIDBI), Directorate of Industries and Commerce (DIC), Rajasthan State Industrial Development and Investment Corporation (RIICO), National Small Industries Corporation (NSIC), National Bank for Agricultural and Rural Development (NABARD), Khadi and Village Industries Commission (KVIC), Khadi and Village Industries Board (KVIB), MSME Development Institute (SISI), SC/ST Corporations etc, also provides assistance to women entrepreneurs in Rajasthan regarding the identification, selection, training, consultancy and marketing and loaning facilities on concessional terms.

### **2.18.1 Rajasthan Financial Corporation (RFC)**



It was established under the State Financial Corporation Act, 1951. RFC was enacted under this act on 17<sup>th</sup> July 1955 to serve the needs of SME industries in Rajasthan, balanced advancement of industries, promote technological and Infrastructure development. It also inspires new entrepreneurs especially women entrepreneurs to set up business houses, showrooms and commercial complex further aims to provide seed capital, setting of new industries, diversification and restoration of existing business up to Rs 20 crores.

### **2.18.2 Rajasthan State Industrial Development and Investment Corporation (RIICO)**

RIICO is an important organization which helps in fostering growth of industrialization in the state. It was established in 1969. The main objective of RIICO is to impetus planned industrialization in state, further emerged as multi faced and dynamic vibrant institution for coping with the industrialization process and provides complete and innovative means of financing and investment related services. It is an apex government agency emerged in the availability and development of land for industrial units and providing easy access and prepared to utilize base with steady framework, supportive infrastructure facilities to large, medium and small scale projects, thereby aims at promoting and accelerating industrial growth of industrial sector in the state.

### **2.18.3 Entrepreneurship and Management Development Institute Rajasthan (EMI)**

Entrepreneurship and Management Development Institute Rajasthan (EMI) was set up by Rajasthan Government and GOI in organization together with National and State level Financial Institution. Central Secretary of Labor and Employment, Government of Rajasthan Skill and Livelihood Development Corporationist's Director for giving significant bearing to its administrations and exercises. EMI goes about as an impetus and a principle foundation to rouse guidance and help future and current business people in their entrepreneurial endeavors through constructive preparing intercessions.

### **2.18.4 Rajasthan Bureau of Industrial Promotion (RBIP)**

The Bureau of modern Promotion (RBIP) is the Investment Promotion Single window leeway establishment of the State for providing medium and large scale investment It goes for giving help to the forthcoming investors at business in the province of Rajasthan in best conceivable way. Through its persistent endeavors it has produced a positive domain and eye getting goal for investor at the state level. On the proposals of the BIP, EDB has been made to function as a research organization for the State. The board will likewise serve direction for increasing private participation in economic development and counsel for increasing competitive edge

of state. It helps in surveying investment opportunities, making available access to information that is pivotal for beginning up of a project, assisting conversion of investment possibilities into concrete investment proposal, supporting site selection and getting infrastructural offices and working together with government office for required clearances.

#### **2.18.5 Micro, Small and Medium Enterprise MSME Development Institute (MSME-DI)**

Micro, Small and Medium Enterprise MSME Development Institute (MSME DI), Jaipur was started on 14<sup>th</sup> January 1958, affirmed in promotion and growth of Small Scale Industries in the State of Rajasthan for making available consultancy services counting techno-economic and management related services and basic input in the form of information needed to establish new ventures. The entrepreneurs are guided duly to empower them to start their own business.

#### **2.18.6 Khadi and Village Industries Commission**

Khadi and Village Industries Commission (KVIC) is conducting multi disciplinary, stipendiary and non stipendiary training programmes in short term for the prospective entrepreneurs including women.

#### **2.18.7 Rajasthan Skill and Livelihood Development Corporation**

Rajasthan is the first State in India to establish a Mission on Livelihoods. In order to address the challenges of unemployment and ensuring gainful and sustainable employment to the youth of the state, Honorable Chief Minister created Rajasthan Mission on Livelihood (RMoL) in September 2004. The objective of creation of RMoL was to formulate appropriate and innovative strategies to promote and facilitate large scale livelihoods for the poor and vulnerable people of the state. Understanding the importance of skill development as a vehicle for enhancing employability of working population, RMoL was rechristened as Rajasthan Mission on Skill and Livelihoods in 2009-10. RSLDC was incorporated as Section 25 Company, a Not for Profit company, on 17th August, 2010 with the Chief Secretary as the Chairman of the Company. As part of its major action, it established skill Training mechanism by involving more than 300 partner agencies to execute the training program across the State. In its journey of 7 years it has trained around 85,000 persons/youth by offering 97 courses in 34 sectors.(RSLDC)

#### **2.18.8 District Industries Center**

The District Industries Center (DIC) programme was started by the Central Government in 1978 with the purpose of providing a main point for sponsoring small, tiny, cottage and village industries in a particular region and to make available to them all required services at one place. DIC is the key agency at the district level which offers all the facilities and support facilities to the individual for setting up medium and small scale ventures. The fundamental point is to enhance the efficiency and gainfulness of the current business people and setting new undertakings.

The goal of skill development and implant training programmes is to provide training to skilled workers occupied in the small scale industries and to outfit them with better and enhanced generation advances.

## **2.19 LOCAL GOVERNMENT SCHEME**

### **2.19.1 Yuva Udyamita Protsahan Yojana:**

The State Government has launched a scheme known as Yuva Udyamita Protsahan Yojana for granting term loans for projects costing between Rs 25 Lakhs to Rs 100 Lakhs at a nominal rate of interest and on simple terms and conditions with an aim to foster entrepreneurship among the youth. Accordingly, the Corporation has proposed this new scheme for granting financial support during 2013-14, who are atleast ITI/ Graduate and have innovative ideas but are not in a condition to establish their own business because of lack of access to financial resources.

#### **2.19.1.1 Salient Features of the Scheme**

1. A qualified ITI or Graduate and any individual upto the age of 35 years and can make an application under the scheme. Priority under the scheme will be assigned to first generation entrepreneurs.
2. All type of projects are eligible ranging between Rs 25 lakhs to Rs 90 lakhs , in which promoter contribution is only 10% of the project cost, maximum ceiling limit of loan can be 90 Lakhs.
3. Eligible person would take part in a competition to win the loan on positive aspects of their projects. The application form will be easy and only brief content up either in English or Hindi will be required to be uploaded.
4. In initial stage of competition, an independent external panel of renowned persons in the field of commerce, finance area, banking and industry will select the winners.

5. Applications will be selected on the strength of their concept and may be awarded at initial prize of Rs 5000. On submission of DPR/ Business Plan they will be eligible for a further sum of Rs 10000 as hand money. The DPRs will be further processed and loan sanction will be completed and disbursement will be made accordingly.
6. The interest rate on loan and repayment period is 13.50% and period of repayment is 7 years.
7. Promoter contribution – At least 10% of the cost of project depending on merit of the project.
8. No collateral security will be taken.
9. To support and guide all these entrepreneurs a focused group of RFC officials will be available.

### **2.19.2 Banking in Rajasthan**

Finance is the existence line of the SME segment.. A broadened banking network and bother free milieu is pre condition for supporting industrialization. Entire banking environment is changing totally in the present time and banks are adjusting to more clients arranged and free market approach to meet the backdrop of globalization. Besides, SFCs, nationalized commercial banks Regional Rural Banks and Cooperative banks play a key role in extending credit facilities to the MSME sector. Add up to number of branches of all banks in the state can be seen from the accompanying table

**TABLE 2.3 No. of Branches of Different Banks**

Name	Branches up to 31.3.2015			Branches added during the year
	Rural	Semi-urban	Urban	
Commercial Banks	1650	1558	1672	436
RRBs	1025	222	69	80
Cooperative Banks	184	301	123	19
<b>Total</b>	2859	2081	1864	535

Source: - SLBC, Rajasthan 125th meeting 2015

## **CHAPTER-3**

### **REVIEW OF LITERATURE**

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Regardless of the fact that the topic of entrepreneurship is considered as most newest area of research (Cooper, 2003) and fastest growing areas in the management history over last decades.(Landstroem,1999). The decades of 1990s and thereafter have seen a swift escalation in the number of the women entrepreneurs, further known as the decade of the entrepreneurial explosion. ‘Women in Business is a latest trend in India. The fact that about half of the population in the country includes females while business comprises less than five percent reflects the social, cultural and economic deformation in the decades of development (Kanitkar, 1992)..Certainly women participation in economic activity is much more that what is shown through the statistics as most of the women are involved in the informal sector as in households.

The economic compulsion and the spread of education have compelled more and more women to begin their own business. The number of restrictions and hurdles imposed on them by the conventional, orthodox Indian society created unforgettable problems in the path of women entrepreneurs. The process of breaking these fetters continues but it is rather very slow process. Changes have started taking place in the mindset of people towards the role of women in our society and their contribution in economic development. Even the women have made efforts to start and manage their own business. Many of them have taken steps to go out and work for others in return of remuneration. Besides this self employment has open more vistas for the emergence of women entrepreneurs. Many of them not only own a business unit on their own name but are also trying their hands in new areas of entrepreneurship. These women by their hard work and skills have exhibit a place for self in the marketplace and giving tough competition to the male counterparts.

Classically women have always been described as undertaking the traditional business like toy making, papad, parlour, pickle making etc. But the truth is that a large chunk of females are engaged in other sector as well to supplement their income. However the place of work is from home only and it is considered as the indirect extension of the normal household work. It is because of this description and the absence of the available literature on the other achievements of the women entrepreneurs in the business world have raised a question in the

minds of the financial institutions and other promotional agencies about the capability of the women to set their own industrial units or business ventures. The government agencies are not alone in this category. The trepidation begins at home only. A woman trying to arrange cash on her own potential is considered as an outrage towards her husband or family. Their family itself has no trust or confidence on them. They are more afraid of losing their investment or the fear of failure overpowers their trust. This in turns have an adverse affect on the confidence level of females and they feel scared to enter in the male dominated world and compete with them.

Research and experts view have proved that women entrepreneurs are none lesser to the men in terms of their attitude, cognition, accomplishment, enthusiasm , assertiveness and other relative attributes (Vinze,1986) If so, a vast potential goes untapped, which can be exploited profitably it is directed to join the mainstream of economic development. Studies on women entrepreneurs with reference to Personality (Reif, 1975).Achievement Motivation, Cognitive Abilities (Archana, 1985) and on Potential women have shown their other aspects as well. Due to the lack of proper understanding about the concept and nature of women entrepreneurs on the front of the economist, researchers and policy framers a suitable entrepreneurial climate for women entrepreneurship does not exist in our country. Several researchers have explored the different areas of women entrepreneurship. While some have claimed that there is no major difference in entrepreneurial approach in regards to gender.

The first research regarding entrepreneurship is found to be published in a book in the year 1723 where it was written that entrepreneurs purchase goods for the factors of production at a predetermined price and sell it elsewhere at undetermined higher price. The entrepreneur combines the various factors of production and bears the risk. The study suggested that the basic root cause of the problem is common. But the state wise problem varies on different perspectives.

Since the number of women entrepreneurs have been increasing steadily and their presence is also being marked in the society. Different seminars and workshops have been organized by different groups all over the country but still proper research has not been taken place in this regards. The following literature on the issues gained from abroad and in India is discussed below.

### **3.1. INTERNATIONAL STUDIES ON WOMEN ENTREPRENEURSHIP**

Gary Becker (1965) revealed the relevance of understanding how one individual devote time to both the work activity and other activity and the relative cost associated with it. Through this study, Becker introduced a new concept named “full income” which is nothing but a combination of money income and time factor considering its cost effectiveness of forgone value. This theory can be applicable to how women labour force takes part in decision making, taking the wage earned contribution in family income, duty of taking care of children etc.

Glen Cain’s (1966) paper findings revealed that higher unemployment adversely affect the women’s labour force rate as the wives of unemployed men takes the job work to feed their family or fulfilling their needs, to support their family income as compared to employed men. Further he analyzed that wages are not a positive determinant for women to join any work.

Eleanor Brantley Schwartz (1976) through their pioneering article on interview session with 20 female entrepreneurs. She figure out that prime motivation factor for entrepreneurship was the urge to be independent, job satisfaction and economic necessity etc.

Swatko (1981) analyzed that nontraditional women favored enterprising vocation and aims to occupation employing more number of males than traditional females.

Hisrich O’ Brien (1982) discussed how the characteristic of women entrepreneurs differed as per their business. The women entrepreneurs of non conventional business areas (like retail, wholesale trade) totally differ from the entrepreneurs of nontraditional areas (manufacturing, construction, insurance etc). The former group faces more difficulties in obtaining credit from the market, banks and financial institutions.

Goffee and Scase (1983) realized that those women who are economically weak because of the lack of available opportunities in job sector so they may have left with no option but to set up their own ventures as a medium of earning.

Hisrich and Brush (1984) did a longitudinal study on women entrepreneurship in US. Before that prior to this no study has been done using such questions or scale. This research includes the reasons for starting the business, their characteristics as individual, motivational factors, barriers, challenges, growth and performance. The sample size of the study is 463 women. Popular business described the historical prototype of succession in family business was changing and now the daughters have also become the viable successor with sons. Most of the respondent father or spouses are self employed or engaged in technical trades. The author

realized that background plays a vital role in setting up of new business. As a consequence to this, most of the enterprise registered in the name of women are actually operated and managed by men. This does not weaken or affect the role of those women who are struggling and facing all the odds just to survive and sustain in the male dominated society. On the whole the surfacing of women entrepreneurs in market still depends on economic, social, religious and physiological factors prevailing in the society.

Huntley (1985) through the help of case study explore the incidences and events that had motivated women to opt for entrepreneurship as an alternative career. Some women choose entrepreneurship as a desire to become self reliant and independent and to control their destiny in an effective manner.

Palmer (1985) through study analyzed that most of the assistance provided the entrepreneurs are male oriented like monetary assistance, technical assistance and training. On the other hand income creating source of women have been sidelined. They have seen totally or unequivocally as having only little importance.

Williamson (1986) conducted a case study on Joyce Eddy, a successful women entrepreneur to collect the inherent traits of a successful women entrepreneur in order to give a role model for the current and future women entrepreneurs. The author found out that the Joyce was successful despite of her deficiencies and with respect to her personal traits and requirements. The study further analyzed that there is no fixed formulae for entrepreneurial success.

Morrison, White and Van Velsor (1987) had a different opinion about the evolution of women entrepreneurship; it was observed that in the western region more women are adopting entrepreneurship as an alternative of managing with the glass ceiling that restricted them from achieving the important managerial posts.

Lycklama A. Nijeholt (1987) in a study states that programmes have nonetheless announces themselves in favor of mixing women into overall development. She points to a misconception that women are involved in the overall development. The lacuna lies with the development programmes not with the women.

Holmquist and Sundin(1988) in their work defined the characteristics of women entrepreneurs as females entrepreneurs are present everywhere in every segment of business and in every country with similar household responsibilities like marital status, children etc. Another important feature is that women entrepreneurs are not visible as entrepreneurs to



themselves and others. Among every four entrepreneurs in any country one will be the woman. They have fugitive from the public notice but still they exists. Another inclination is that the women entrepreneurs seem to be quite adaptable. Those women who are working with their men adopt their business only as well as they seems to be well contented with entrepreneurship and the feeling of being self reliant and independent is much more stronger in them.

Birley (1989) study is based on the difference between the male and the female entrepreneurs and found out that the major difference between both of them is based on their market entry choices. In her study it was concluded that all the researches before her study only depicts the basic background and the characteristics of the entrepreneurs and she felt that there is a strong necessity to examine the preventing factors, conditioning and experiences. The role of women in western countries in 1980s was that of a mother and a wife. Women drew heavily upon their family sources for ideas and not have basic commercial networks. The paper states that women owned business are a reflection of the changing society.

Brydon and Chant (1989) figured out that the overall status, bargaining power of the position and income earning of the wage earners, self employed women, farmers and artisans are higher as comparison to the women who are limited to the household and subsistence activities. Even these women entrepreneurs undertake the risk and bear the cost of setting up a business they do not have the skills to handle the revenue or technique of deriving the maximum benefit. Thus it is not sufficient to increase the income generating capacity of women rather they should know how to control their returns and protect their source of income and assets.

Epstein Scarlett (1990) stated that a large number of females who set up their own roads may be in a hut, or tree, to sell small items like match box, thread, candies, fruits, vegetables, cereals, spices etc.

Jockes (1991) analyzed that more than 80 percent of the self employed women are employed in the agriculture and sales when compared with to only 50 percent of men engaging in small in series of informal activities.

Tovo (1991) analyzed that self employed women faced following problems and these problems are common to all entrepreneurs which includes limited access to capital, inputs and markets. Also the small business shares one market segment leading to vicious

competition and low prices. The small entrepreneurs have to depend upon the suppliers and wholesaler for selling their products. This makes the entrepreneur economically weak and rendering her/him to exploitation.

Downing (1991) surveyed that growth of enterprise amplify the risk. It is only reasonable to take risk when there is safe source of income, such as from wages employment guaranteeing that the basic utilization needs can be satisfied.

Carter and Cannon (1992) through their study on Women Entrepreneurs in Great Britain has identified that the approach of women in starting their business is governed by the cycle, the stage where they have reached in the life cycle i.e their age and their personal relationship. Demarcation in personal life is necessary because women start their business at different phases of life. This not only impinges on the business type but also their personal approach to business ownership. Majority of women respondents were equally motivated towards their success and were represented with younger achievement- oriented group, the aspirants or the group of older age successful women entrepreneurs. The career options chosen by women were generally a traditional one like retailing, service industries. Only few of the entrepreneurs have opted for nontraditional sectors.

Tripp (1992) did a research in the United Republic of Tanzania relating to the self employment of women. It was revealed that there has been a rise in the number of self earning women. The upper and middle class women were earning approx ten times more than the lower income group.

Hilhorset Harry Oppenoorth (1992) conducted a study and the epilogue describes about the need for more information on the efficiency of financial support for poor women. It is advisable that for any economic growth financial intervention have to be selected as per the capabilities of women in terms of their decision making power. Financial intervention at home level production is determined by location, specifications and gender into account. It is also suggested that women must be able to do savings and control their expenditure. The policy makers related to credit availability should be aware about its effect on the women's status and visibility and especially its influence on the decision making power. Therefore a flexible approach should be adopted.

Haan (1994) described that in countries like Asia and Africa group based training approach of the ILKO for self-employment and income generation avail them with new expertise of

particular usefulness in terminal activities to add on in the household income. It raises their income, level of nutrition and contribution in community affairs among women.

Aldrich and Sakano (1995) did research on five industrial countries in 1980s and concluded that generally women do not prefer to take advice from their female counterparts. Only 10 percent of the males take advice and help from their wives. Around 40 % of the advisor networks of business managers were women. Thus men generally involve and deal with same sex network but women can deal and interact with cross sex network dealing mostly with men but in large chunk of women as well.

Carter and Allen (1997) narrated the characteristics of women owned enterprises. They described that women managed business as more feminine in terms of management style, participative and open in internal connection with less hierarchy than other traditional units. The women owned enterprises are highly formal and well planned. They have other types of goals along with success goal.

Justus (1996) in his paper evaluate the financial assistance sought by the SSIs in Kerala. He points out that even though several units approached the banks for term loans, they had to face many difficulties in raising them. The study suggests that the financial agencies should expedite the procedures for sanctioning loans and disbursing sufficient funds to the SSIs.

Khondkar (1998) carried out a study on the women of Bangladesh in connection with women access to credit. It is believed that women run the run the danger of losing control of loan from males because they are excluded from participating in market to buy raw material and sell goods.

Allen and Truman (1999) highlighted that the alternatives available for women in the labour market could be very limited while entrepreneurship may be a positive option for them.

Kent Nielsen and John Kjeldsen (2000) in their study conclude that the choice of business or service performed by men and women is governed by their values and priorities. There is a difference in the selection of business established and managed by men and women. Women often select the traditional business over other business. They priorities is the well being of their families and children but it creates disputes between the family and the value or ethics of business. These conflicts arise because of the juggling between both the job role and domestic chores and the various constraints or problems faced by them. The interesting part is that women are more prepared and have more realistic approach when compared with men.

Their focus is not on increasing the number of units rather they pay more attention on business ethics and values; they also possess strong leadership and motivational qualities.

According to Nina Lemoire (2000) stated that the new generation women entrepreneurs had succeeded in bridging the business revenue gap. It reflects that among past business in the past decades there is no significant change in the share of firms with \$500000 or revenues with gender. Women owned business in the last decade contributed significantly at the same overall level as their antecedent.

Colette Dumas (2001) found out that the EDP or community entrepreneurs programmes provided for low income have helped the women entrepreneurs to launch their business and succeed through micro enterprise job creation. The study also narrated the success stories of several women entrepreneurs who are doing really well in their spheres and are being trained by these programmes and it helps them to achieve self sufficiency.

Watson (2002) found no noteworthy difference between in male and female owned business performance. If the controlled variables are eliminated then evidence supports the fact that women business performs better than male controlled business. Also there is no relationship found out in the failure rates for men and women owned businesses, after controlling the industry variables.

According to Tanzanian (2003), the study aims to identify the methods and factors for women in establishing niche units, including formalizing them. The study focused on the prevalence of upward mobility and the strategies followed by them and the role of external environment. This study suggested that women entrepreneurs that women entrepreneurs enter into the entrepreneurial field for the purpose of meeting their family requirement, becoming self reliant, supplementing income etc. They need to have technical training and business operation training to support a business system. Gender related issues like no collateral security, no rights on paternal property, lack of confidence, demoralization from men and other family members etc have been faced by the women entrepreneurs. But they have started overcoming these problems through efficient strategies and planning for the success of their business.

Amadon (2003), This study concluded that if the marginal renovation is done under external pressure then a better business capital must augment the innovation rate, ,But in the event that

the minor advancement would have been connected without outer weight a superior business capital by decreasing the lease of being the occupant firm decay the rate of development

The 2<sup>nd</sup> OECD Conference (2004), the conference was held in Turkey in which various issues and policies concerning on women entrepreneurship were discussed. The study of women entrepreneurship is significant for two reasons. Firstly it is an unexploited source of economic growth. They not only provide employment for themselves but also provides the society with different alternative solutions for business, management etc. The number of women entrepreneurs are still very less. The market still makes a distinction between the male and female entrepreneurs. Secondly the women have always been neglected in the society. Women entrepreneurship is all about building the status of women in the outside place and the entrepreneurship also. The conference concluded certain policy recommendation in which increasing the women participation in lab our force was a matter of key concern.

Thomas M. Box (2004) the article focuses on key difference between men and women entrepreneurs and identifies the barrier the females have faced in the past decades. The study extracted that women entrepreneurs bring quality and change in the business world and it is due to their firmness and hard work they are overcoming various hurdles. The past literature reveals that women generally have similar reasons to start a business like glass ceiling and harmonizing family work. Despite that the obstacles have reduced in the past years they still experiences challenges in acquiring finance, training and vital information for business.

BT/ Aurora Women Entrepreneurs and ICT Research (2004), they carried an online survey over 2000 entrepreneurs finding their knowledge, usage and attitudes towards computers and technology. Through their research they found out that women are a tech savvy. Amongst them 66 percent have a portable data device, 99 percent have knowledge about the broadband and how it can be used in the business. Around 28 percent among them take help of their friends, family and relatives for their technology and telecom advice.17percent opts for professional help and 8 percent use business links.

Chittawadagi (2004) stated that women entrepreneurs with technical competence and leadership qualities are able to mobilize their deposits and invest them properly.

Nagarajan, K.V and Porter, G Elaine (2005) studied that women entrepreneurs inculcate in stipulations of their aims and the hurdles they visage in setting and growing their business. These women possessing entrepreneurial training and those females operating their business

for at least past five years were a part of focal point. The study reflected that women often deal with work family conflicts. Women opt gender based techniques to maintain pace with the government promotional agencies and a formal or professional behavior to deal with the male personnel. The orthodox norms of the society provide several external and internal challenges for women while running their enterprises. It also brings about a keynote that women measure their success level by a composite set of variables rather than financial criterion. The lack of acceptance by the male dominated society created a big hurdle in their entrepreneurial development.

Walker Elizabeth and Webster Beverley (2006) conducted a study on Management of women competencies on a sample of more than 270 owners and it was found that women considered themselves more competent as compared to men. They were not prone to carry on any other business skills enhancement or training as they energetically managed their units. This indicates that irrespective of gender niche business managers relate themselves to be, proficient and that too increased over time.

M. Botha, G. H. Nieman and J. J. Van Vuuren (2006) in their thesis concluded that the lack of training and education was witnessed as a major barrier in South African Entrepreneurs especially for the niche entrepreneurs (women). Hence the author through their study introduced and evaluated on the Women Entrepreneurship Programme (WEP). The WEP will be evaluated on the basis of skill transfer and the whether the participant performance improved after getting the skills or not. The sample size was 180 women amongst which 116 were from the testing group and 64 from the control group. Factor analysis was used to test the validity of questionnaire. The results proved that WEP is effective in imparting training and increasing the business performance traits but also encourages the prospective women to open their own business ventures.

Debra Efroymsen, Buddhadeb Biswas, and Shakila Ruma (2007) through their research paper aim to quantify the amount of work done by women and the time they spend in doing that work, anticipate its economic value and thereby calculate the contribution of women make in social development through their unpaid work. The study concluded that women are engaged in lot of work which has value in the eyes of their family, society and nation. Similarly men are able to commit themselves in paid labour because all the household work is done by women at home.

According to Darrene, Harpel and Mayer (2008), their study revealed that self employment mostly rely upon the human capital variable than the working women those who earn salary and wages for their work. The study further shows that the educational status of self employed level is faster than those of working or job women. It also throws light on the compatibility and non compatibility of situations for self employed men and women. The variables include in education, experience, mindset, experience etc. There are lower rates of self employment in industries where there is less overall women participation.

Bulsara H.P.et al (2009) Shared her view in the paper “Women Entrepreneurship in India; A Case study of Phoenix Soft toys creation” the study showed that how a hobby can be transformed into whole day running business. It also depicts that innovation in entrepreneurship is necessitate for the enterprise.

Cohoon Wadhwa and Mitchell (2010), the study recognize five psychological and five financial factors that motivates women to become successful entrepreneurs. Their wishes to produce more wealth, capitalization of own business, application of innovative ideas, and the beginning of the startup culture, their strong desire to manage and run their own company since they are least interested in following someone else order. The challenges they faced are more related with entrepreneurship then gender.

Fereidouni (2010) did research on the entrepreneurial motivation that impacts the business environment in Iran. The author chooses independent variables such as business environment, social status and external conflict etc. The dependent variable was the motivational factors. The study proved that business environment and external conflicts have significant relationship with the motivational factors in Iran.

Isidore Ekpe (2011) scrutinizes the traits of successful entrepreneurs with the empirical test. The results narrated that women up to the age bracket of 30-39 years are educated up to secondary or primary education, married having children, one who understood the regional language and had previous experience, had taken training before business. A remarkable finding was that the widowed lady had a sufficient number after those married. Another remarkable feature revealed that new competitors into business may be accompanied by jobless scenario in the country.

Ekesionye E.N and Okolo A. N (2012) studied women empowerment and contribution in monetary division as a methods for self-ward and improvement of the Nigerian people group.

The examinations uncovered that real exercises recorded were trim cultivating, exchanging, specialty and sustenance handling and so forth. Every single such movement are subsidized by ladies' close to home investment funds, donors, agreeable society advance and credits. Absences of government bolster, defilement, social limitation family load, low level of training were established as obstructions by ladies in financial exercise.

Foluke Ademokun, Olumide Ajayi (2012) mentioned that entrepreneurship plays a vital part in the empowerment of the apparent weaker section in which women holds major share. Over a period of time what determines women participation in entrepreneurial activities still need to be ascertained. So this study tracked the factor that encourages the women to choose entrepreneurship and also recognize the characteristic of women entrepreneurs in Nigeria. The study spotted two major elements firstly that women start their own business for becoming independent and most of the respondents they prefer to use their own money or savings for their business. Also Business in the service sector is overpowering the traditional buying and selling business in the country.

Jennings and Brush (2013) presented an assessment of larger context of entrepreneurship and further uses the lens of informed pluralism. They auxiliary discussed that entrepreneurship is a gender related matter and entrepreneurial activities can be entrenched in families.

Torch Burch (2013),” Why the World needs Women Entrepreneurs” shares her experience through her article that the perception of the women entrepreneurs to look this world is different; as a result they do things quite differently. They face a huge barrier of equality gap while operating a new business. The article stated list of seven countries namely Panama, Thailand, Ghana, Ecuador, Nigeria, Mexico and Uganda where the women participation rate is equivalent to men whereas there are countries like Pakistan where women participation is rare. For finance related matters also, they face several problems related to collateral security, gender biases etc. The role of financial institutions needs to be increased to enable more women to start their own ventures.

Leyla Sarfaraz, Nezameddin et al.(2014) through their research studied that the level at which the entrepreneurship affects the economy depends on number of factors that includes the quality, gender composition and type of entrepreneurial activity. Most pertinent among them are Gender Equality and Female Entrepreneurship. This paper traces how gender related development and women entrepreneurial activities are connected. They show their



relationship indices at different stages of women entrepreneurial activity and suggested that it is not significantly correlated with gender equality.

Carol Roth in her article, “Entrepreneurship five challenges facing Women Entrepreneurs” states that Entrepreneurship isn’t an easy task for anyone and it can be more challenging for “women entrepreneurs”. Even with the success, the women’s have achieved in today’s world, there is still a journey to travel. Some of the major challenges that female entrepreneurs need to face in general are that they are not being considered seriously, letting fear of stand in mid, playing too many roles, wanting to please someone etc.

Paula Kantor (2015) shared her view in the paper. “Determinants of women’s microenterprise success in Ahmedabad. This paper suggest ways for enhancing the economic outcome of women’s enterprise through better training and access to market sources and finance equipment does not lead to women empowerment. They must seek on improvizing women position within locales.

Henry (2016) reviewed the research available on gender based entrepreneurship over a past thirty years. They recognized and discussed the methodological innovations needed in future in this field. They interpreted that there are vast empirical studies and the focus of these studies was on the comparison between the male and female entrepreneurs. They suggested that lies a scarcity of feminist analysis and upcoming researchers should research on post structural feminist approach through methods like in depth study, qualitative approach etc.

### **3.2 INDIAN PERSPECTIVE ON WOMEN ENTREPRENEURSHIP**

Rejula Devi, A.K. (1978) in her article on Women Entrepreneurs described about the various hurdles faced by the women entrepreneurs and the different schemes launched or initiative adopted by the Government to eradicate or minimize the problem of unemployment among both the literate and illiterate women. She also highlights the key factors that influence the women to choose the entrepreneurial field.

P.K Bardhan’s (1979) highlighted the elements of workers participation in Rural West Bengal. He proved in his study that women labourers was negatively affected by the non working members in the family, number of males in the family, village unemployment rate and living standard of people. However women workers labour rate was positively influenced

by harvesting-sowing season. The study further reveals that women participation in tribal force is more in rural areas than higher class women.

Maithreyi Krishnaraj (1980) in her study has provided us some urban models. She tried to assess some of the schemes to support the low income group of women in Bombay with a view to make these women self reliant with reference to these institutes namely Mahila Arthik Vikas Maha Mandal Ltd, Indira Cooperative Bank, Stree Seva Sahakar Sangh Niyameet and Annapoorna Mandal. The first association assists in employment generation, the second association aims to provide credit supply scheme, third one is an Industrial Cooperation Federation and the fourth one is an association or group of self employed women.

Pareek (1981) the study analyzed the role and importance of lending agencies in assisting finance to micro and small scale enterprises. He found that state support had a keen role in the development and promotion of small scale enterprises. The policies framed for this sector with respect to financial assistance should be coping with the changing needs of this sector.

Gaikad.V.K and Tripathi R.N.(1982) the main focal point of their research was to evaluate the success factors of entrepreneurship i.e. the pre essential condition to become a successful entrepreneur. The study suggested that the sample respondents selected for the study possess the following characteristics such as initiative, leadership, and hard work. The only loop-hole that author investigated during the study was the unawareness and the lacks of availability of funds are the imbibing aspect in the progress of industrial entrepreneurship in rural areas.

Sufi and Sarupriya (1983) studied about the physiological factors affecting the women entrepreneurs. They examined the effect of demographic variables such as family structure, marital status, support from family on the stress and how they deal with the stress. The results concluded that unmarried ladies suffer less stress and conflict in their life than married ones. Those who belong to joint family suffer less stress than those who lived in nuclear families. While many women entrepreneurs engaged themselves in other activities to solve their problem. Avoidance oriented style is more common than any other approach.

Aruna Prasad, Shashi Raja Gopala, Tara Appachoo et al(1984) in their research paper thrown light on some of the aspects of the schemes especially meant for women. They found out that the women did not utilize any of the schemes whether it may be the welfare scheme or the economic scheme. The reason can be due to the lack of awareness. The author suggested that the target related to the schemes will only be achieved if there is proper implementation;

periodic evaluation and follow up will be there for the schemes. The schemes framed should be flexible enough to make changes as per the needs of the beneficiaries.

Nagendra P. Singh and Rita Sen Gupta (1985) conducted an explanatory research on the prospective women as entrepreneurs, their background, dreams and motivational factors. Some revolutionary work has been performed by the MDI (Management Development Institute) and NIESBED (National Institute of Entrepreneurship and Small Business Development), two studies have been done by them which were published in the year 1984 and 1986 and these studies were further compared with another study conducted by the Rajasthan Entrepreneurs in year 1983. However the sample respondents were only male one but at the same point it highlighted that women are equally proficient as men in business and industry.

The first national conference of Women Entrepreneurs in New Delhi (1987) stated about the need of the prospective women entrepreneurs and availability of land, factory, plot, power on priority basis which in turn will speed the overall development of the nation.

A.G. Prasad and T. Venkateswara Rao (1988) in their article evaluated the following facts- First generation entrepreneurs are not very much successful in their career, Units established after marriage sustain more than started before marriage, Units started after acquiring technical skills are performing much better than other units. Craving to maintain their status in society and Expressive in the same line are two factor of success in business line. Financial and other government assistance are found to be inadequate in the state.

Azad (1989) in his work states the requirement to study the psychological traits of women entrepreneurs. Lack of adequacy in understanding these traits can lead to a gap which is not bridged properly and may result in wrong framing of any programmes for women entrepreneurship development. A deep insight of hurdles that restraint women from becoming self reliant and self growth are an issue for the interested ones. The traits cited by the author are as follows- economic obligation, use of knowledge, need for accomplishment, success level of others and stress in present job etc.

Archi Reddy (1990) studied the socio-economic factors on working environment Of women labourers in Hyderabad. The main obstacles which they are facing are wage discriminations and sexual exploitation. They occupy lowest position in construction activities.

Harinarayan (1991) conducted a study in Andhra Pradesh. In the survey being conducted, it was analyzed that the major constraints that women faces are lack of support or cooperation from the society, marketing problems, lack of proper guidance, priority to the old or traditional occupations, ignorance of opportunities etc.

Koshy (1992) through his paper tried to evaluate the role of the KFC and the KSIDC in the industrial development. He stated that these organisations should give information on new technological development & benefits along with the financial support to the factory owner. The support should be provided to the Research & Development department to give information on modernization, technical up-gradation & the changing needs of the customers. The study proposed that the Directorate of Industries and Commerce, Government of Kerala, the Commercial banks, the KFC and the KSIDC performance must be coordinated in such a way that they work in synchronization.

Rathore (1991) cited that women in India find it difficult to manage the dual responsibilities of being housewives and businesswomen and competing with the male counterpart. It was also analyzed that working women experiences mental conflicts and they are unable to devote the required energy and time to their family and find it difficult to pursue a career.

Ganesh (1993) through his research “The role of SFCs in financing Small scale industries” narrated that the security-oriented approach towards loans should be changed by the purpose oriented gesture. The study tells that the entrepreneurs in the - aided groups are creative while those in others are simply uninspired. The study reveals that in the KFC-aided units, the most of the loans are taken up for purchasing fixed assets & also that most of the recipient of SFCs have not faced any problem in securing loans.

Kaur and Prashar (1993) in their study on entrepreneurship amongst rural women throw light upon the hurdles being suffered by the rural women entrepreneurs arising from the orthodox attitude of society, religious and social groups, lack of confidence, health problems, marketing problems, lack of awareness and financial incentives .The harsh experience of certain rural entrepreneurs had a negative effect on the budding rural women entrepreneurs.

Sethi (1994) in her study found that economic compulsions, education, work experience are some of the factors which have given a momentum to women entrepreneurship. The author mentioned that non availability of funds is the most binding factor among all the other hurdles faced by the women entrepreneurs. She further stated that obtaining credit for their business is a common problem faced by both males and females but still these problems get

enhanced for women because of gender and other societal norms. The author marks shortage of capital as the common cause for the failure of any new business. The study concluded that most of the women rely on their own capital for the start-ups. Their reliability on their own funds leaves these women Underutilized and more prone to market changes. She recommended that help of government agencies and financial institution is required to enable these women leave the traditional business and enter into more lucrative business.

Venkateshwar Rao (1995) through his study attempts to study the role of District Industrial Centre in the promotion and development of SSI. The Schedule caste and Schedule tribes enjoyed certain rebates or allowances in terms of shares in number of Small Scale business units. It has also been analyzed that Telangana district industries centered fared for better than the rest.

Upreti and Sunita (1993) conducted a survey on the women of Nepal. The results shows that most of the respondents successfully managed to maintain a balance between the household and job work. They were satisfied and happy with their job and contented that their job status was same to their male partners.

Goetz and Sen Gupta (1996, shows that only a small class of women getting credit under different microfinance programs are making use of their loans. Otherwise generally women take loans on their names and pass on the full amount immediately to their husbands, or other family members with less or no income generation. He analyzed that around 37 percent of the loan provided by the Bangladeshi funding agencies were either fully or partly controlled by women, however they do not exercise significant control over other variables like marketing and income generation.

Chaudhary et. Al (1997) conducted a study based on the topic “A Comparative Approach between India and UK”. It was analyzed from the studies that in both the nations commercial banks are the core basis of funding of for small scale business. The proportion of women owned business in UK is 30% and will increase in future due to the variables like advancement in technology, new alternatives of connecting together etc. But the situation is quite different in India. Also the ratio is not at all relevant despite of the various schemes and incentives being granted by the government for the promotion of women entrepreneurship. The author finally suggested that RBI and Ministry of Industry should take some actions at their extent to examine the policies and incentives being provided from time to time.

Singla and Syal (1997) have depicted the hurdles being faced by the women entrepreneurs at different levels of their entrepreneurial career into three categories – a) at the phase of project formulation b) at the phase of project implementation and c) at the phase of project operation. In the context of all the issues and problems related to female managed enterprises the author strongly favored GWE group as a viable alternative. The GWE group can make the women stronger by reinvigorating skills or traditional crafts with which they are familiar. The supporting agency should also organize training sessions for the members of GWE in their respective skill development. The author suggested that GWE should form an integral part of Women Welfare development programmes.

Subash (1998) examined the importance of venture capital in the growth of industries. He portrayed that venture capital is really a important source of nonconventional finance including rich benefits, if properly utilized, and if it is misused, It will not fall into a decline causing a lot of misery to the country. With I hope that in the near future India could emerge as a leading economic power in the world he winds up his study.

Ratna Ghosh, Meenakshi Gupta et al (1998) have understood that small and medium sized enterprises are relevant source of earning income for women residing in the developing nations. This study has been carried out in the place of Kerala. The study further reported that economic independence plays an imperative role in the empowerment of women and make them self reliant. The other problems being faced by the women entrepreneur are managing male employees, travelling issues etc.

Maitreya Dixit (1999) conducted a research on the economic participation of women in the family income source. It was found out that nowadays women play a prominent role in increasing the family income.

According to Das (2000), the primary hurdles faced by the women entrepreneurs are quite similar in almost all countries whether it is India or any other western country. However Indian women face less work family conflicts and their roles are different from their correspondence in developed economies on the basis of reason for opening and managing the business.

Naik, R.H.(2001) conducted a study on problems of women entrepreneurs and showed that the primary reason for starting the enterprise is utilization of free time, to add up to their family income, to become self reliant etc. The difficulties faced by the women entrepreneurs

are insufficient information, absence of skilled labour, shortage of raw material etc. Other hurdles faced by them were lack of mobility, lack of accessibility due to multiple roles.

Seema Goswami(2002) “Women on Top” in her books describes that the status of women has undergone several changes during past 50 years based on the western culture where women face family increasing pressure due to socio- cultural and economic changes and social retention of its function and obligations.

Mathialagan (2002) did the study on social and economic background of the women entrepreneurs of Chennai City. He mentioned that socio economic and demographic factor play a viable role in diversifying the interest of women into a new arena of life. Women Entrepreneurs prefer the service sector. Among all the communities the backward class is at the top.

Beena and Sushma (2003) through their study based on 30 women in Andhra Pradesh ascertained that women were engaged into activities like selling vegetables, flowers, leafy vegetables etc. Since India is an agrarian country, so these women have migrated from places where they were involved into conventional activities like farming, knowledge about the product and their inner strength making them enter into the enterprising business. Selling fruits and vegetables do not require any kind of professional skill and training but requires high power.

Davy (2004) spoke about the role of financial institutions in the industrialization of Kerala. She observed that the state sponsored agencies have a positive role in the industrialization of the state.

Krishnaveni Motha (2004) in a study about women entrepreneurship in rural areas, the author analyzed that many women who belong to low socio economic profile managed their business effectively. The study also revealed that those women who received support from their family supervise the enterprise more efficiently.

Gopal Kumar (2005) observe that the financial requirements of the small-scale industries can be fulfilled by the financial institutions operating in the organized and unorganized sectors. The organized sector comprises of the commercial banks and the specialized financial institutions. The unorganized sectors include money lenders, private chit funds etc.

Sujata Mukherjee (2006) in her study of 125 women entrepreneurs in various areas like service, manufacturing, trading in Greater Mumbai and Pune district of Maharashtra that examined the motivational factors of women entrepreneurs. The entrepreneurs being selected as sample respondents belong to the lower income group or middle class category. The study concluded that the respondents were inclined towards entrepreneurship to fulfill their socio economic needs. There were several other factors like being self reliant, gain confidence, fulfillment of physiological needs that motivates the women to opt for entrepreneurship.

Asha Patil, Anuradha Mathu (2007) in their book makes an effort to turn each reader into potential entrepreneur. The book is meant for the mentors who want to make their trainees viable entrepreneurs. It says that in spite of all the data in numbers to the contrary, entrepreneurial rate for women can be mapped and enhanced all the efforts for generating awareness, skill and training amongst majority would prove beneficial and promote women entrepreneurship which would be of vital importance. Women today are duty bound to support the family income using their capabilities and skills. These skills can be sharpened through training. So that women do not have to struggle for jobs in the outside world. They can start their own business and earn their source of income. Entrepreneurship is basically a solution to two major problems- mass poverty and unemployment. India will have to promote entrepreneurship to eradicate these two social evils especially in the small scale sector which have low capital and high labour intensity. Various facilities are provided by the Government and Non Government Agencies to impart training and skills in women. But most of them keep themselves away from such training camps or development programmes owing to the society fear, norms and values etc. Entrepreneurship is deemed as the backbone in the growth of any economy. Without entrepreneurship the process of industrialization will not be fulfilled.

Anil Kumar (2008) conducted A research on the “awareness of supporting agencies among women entrepreneurs it’s in small business “. The analyses revealed that the district industrial centres, the National small industries Corporation is, the State financial corporations, small industries service institutes, the commercial banks and the NGOs are the main Agencies frequently approached by women entrepreneurs. The study shows that it is inevitable to take immediate steps to increase the level of awareness of the various sources of capital accessible to women entrepreneurs.



Veena S. Samani (2008) in her thesis "A Study of Women Entrepreneurs Engaged in Food Processing" threw light on women working in food processing sector. The findings reveal that most of them in Gujarat are inherited or occupied with unique skills and expertise in preparing food. The enterprise managed by women entrepreneurs are running well whether attached with home or not, further highlight on their knowledge, attitude, practice and obstacles. Stress was the common hindrance faced by the majority of women. Most of the women belong to Hindu families and stays in nuclear family i.e. around 65 % and small numbers have obtained any training.

Joshi (2009) in his study on women entrepreneurship Sikkim has suggested that the community has a keen role in encouraging women entrepreneurs. So society should look up on the women entrepreneurs as social transformers and reformers instead of considering them as mayor competitors. The study also suggest that the financial institutions should I wall I need based system of funding instead of security based financing policy, to assist encourage women entrepreneurs.

Sarkar (2009) explains the meaning of cluster and also open points it's threats and opportunities. The study points out that the clusters in our country face threats like product obsolescence, lack of market facilities, pollution etc. The remedies suggested to increase turnover are quality upgradation, the introduction of new products, increasing exports through targeted marketing etc.

Dixit (2009) examines the role of financial institutions in India's industrial development. The study revealed that a large number of SSIs is not fully aware of the schemes of assistance offered by different financial organizations. The role of the financial institutions in the revival of the sick units is unsatisfactory. As per RBI guidelines 60% of SS I credit should go to the tiny sector. But the study shows that it was less than 20% by the end of March 1999.

Murali Krishna (2009) imitates the difficulties and anticipations of women entrepreneurs in Andhra Pradesh. The study relates that funds insufficiency, unhealthy competition, transport and information database, family crisis, self confidence and training programs etc are the main hurdles counter by the women entrepreneurs. The study suggested that a provision should be made in marketing, financing, production and advancement in the socio- economic environment.

Ghosal (2010) has analyzed the role of micro finance in SMEs money management. It has been observed that the SMEs I have been facing some impediments as well as challenges due to the lack of suitable funding institutions that would enable them to initiate innovations and adopt modern technology both in production and marketing. These institutions could bring in vertical changes in SME financing by encouraging them to withstand competition. Women and tribunals have been making major contributions in the development of economic of western countries like USA, Canada, Germany, France, Holland, UK, Sweden et cetera. But in India as per the summary of the fourth all India Census for the year 2006 - 2007 out of a total of 15, 52, 490 2 register MSMEs, only 215036 enter prices were owned by women. It means that women participation in enterprises was just 13.85%.

Sudha Menon (2010) in her book “Leading ladies, Women who inspire India” traces the journey of some famous Indian Women who make a remarkable contribution to the society through their work. This book emphasizes on the issues like the reason of women to become professionals, the changes in their life, and evaluated the performance of leading women professionals.

Mehta Anita and Mehta Mukund Chandra (2011), studied about the rural women entrepreneurs of India. Their study highlighted that the main obstacles in the growth of the women is lack of confidence in them. They are unable to take advantage of the various facilities provided by government as they are uneducated and not aware about these schemes. Due to illiteracy they are not able to hold the legal and other formalities of obtaining loan for their business. There are many other hurdles which involves restriction on moving from one place to another, corruption and low risk bearing ability of women. They concluded that there was a strong need to undertake skill based training and capacity building program for the women and it should be realized that women entrepreneurship should be on priority basis for the bright future of India.

Anita Tripathy Lal (2012), the key focus of the study was to revise the transition in the status of the women from the pre-independence period to the post independence. The study also focused on the various aspects that stopped the women entrepreneurs to let loose their entrepreneurial skills. The author used both the qualitative and quantitative methods to conclude the analysis and found out that the growth of women entrepreneurship is been classified into four phases- ie the period before 1947, period after 1947, period after 1991 when the industrial revolution took place and lastly the period after 2008 onwards. The study

also suggested that proper entrepreneurial support system in India can contribute towards a favorable eco system for the women entrepreneurs.

Anurodh Godha (2012) through his book "Entrepreneurship and Small Scale Businesses" threw light on the sense and concept of entrepreneurship, its evolution, various theories given by researchers, the task they performed and its relation to the Environment. This book also made a clear demarcation between the role of Entrepreneur and Manager. It further critically analyses the institutional framework of government for small and medium business, the various policies framed by the government in favour of Entrepreneurship.

Tanima Banerjee (2012) in her article tried to figure out the current status of women today, comparing it with the past years when the country just gained independence. It is evaluated that the women had made significant achievement in many areas in past years, due to which the gender gap had also reduced. Yet realities like dowry practices, rape, and sexual harassment proved hurdles against all developments. Although the role of women had increased in past years, still the men have to allow women to work and contribute to country's development.

M.L Agadeyemawer (2012) shared her view in "Rural market and Role of rural women entrepreneur in Indian Economy" according to the researcher, the paper concludes that rural women entrepreneur should be encouraged by the support and creating opportunities by government. Some kind of industries ought to be reserved for women entrepreneurs and the government should avail them all kind of support at all level.

Veena M and Nagaraja (2013) study was based on the comparison between the male and female entrepreneurs. Policy Makers are showing considerable amount of interest in women entrepreneurial activities that have recognized their potential in economic growth and employment generation. The study concluded that women owned business are less in numbers and they are mostly seen into the service sector. It is argued that female entrepreneur faces more hurdles in obtaining credit finance as compared to male counterparts. Male counterparts are more likely to take management training than females. They are more likely to reveal tyrannical management style, while females' entrepreneurs tend to show participate or consulting management style. Women opt for entrepreneurship or small business so that her business does not conflict with the interest of the family as small business offers great flexibility.

Laxmi.B. Parab, R.L Hyderabad (2014) shared her view in the paper “State and Institutional support for women entrepreneurship development in Dharwad district of Karnataka”. The analysis in the paper revealed poor awareness among women about the availability of numerous strategies. It also discloses that women entrepreneur receiving institutional help and not getting any help have earned a same level of profit and depicts failure of organizations indulged in the development of women entrepreneur.

Neelam Arora (2014) shared her view in the paper. “A Social perception towards women entrepreneur in India”: This study reveals that results were far more different from the reality of the perceptions of male and female on the ground of equal treatment, equal education, and female financial plans and Encouragement to women for business. Again from the study it is clear that women in service occupation are more in comparison to the business undertaking.

Lalhuntara (2015) conducted a study in Aizwl District in Mizoram entitled “Entrepreneurship and Gender- A Case Study of Micro Enterprise in Mizoram”. The sample size chosen for the study was 406 (both from rural and urban areas).The study encountered that women had been struggling a lot as they have to sustain a balance between their home and their job as well. Special focus is required in the functioning of business especially at the nutshell stage. The motive to support their family members is one reason that women go for entrepreneurship. Some women stated that they want to share the responsibilities with their husband and support him in meeting the family and children expenses. Comparing to the national average rate, the Mizoram women are becoming more independent, self reliant, ambitious and confident to make maximum utilization of their entrepreneurial skills and available opportunities. The ability of the women has been increasing with the seriousness of the role and economic position in the marketplace. They are becoming more aware about their rights and work situations. Now a day’s women are exploiting all the avenues of economic participation.

### **3.3 RESEARCH GAP**

The available review of literature on women entrepreneurship in Rajasthan is very less. There are only few studies which were limited to the difficulties encountered by the women entrepreneurs and the factors motivated them to become entrepreneurs. However no efforts have been made so far to analyze the promotional measures undertaken by the government agencies for the encouragement of the women entrepreneurship in Rajasthan. Therefore a need was felt to study the reinforcement provided by the ministerial agencies for women entrepreneurship and their effectiveness in the state. Hence the present study is carried out

with a vision to fill the existing gap by providing relevant information with the hope that such a study would be helpful for the future scholars to carry out research in future and for the policy makers and researcher, administrator to frame laws in the state.

## **CHAPTER-4**

# **SOCIO ECONOMIC PROFILE OF WOMEN ENTREPRENEURS**

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### **4.1 SOCIO ECONOMIC STATUS OF WOMEN ENTREPRENEURS**

Entrepreneurship is related with developing something innovative, arranging factors of production, handling risk and dealing with several economic uncertainties. It has been accepted as a main component of economic prosperity around the globe. Many studies have investigated the traits possessed by the entrepreneurs to create and build up new business and subsequently how societies and economies raise and prosper.

The firm's growth and performance is also the main element of every business. Hence it is very essential to evaluate the factors contributing in the success of business. Many studies have verified the impact of factors upon the business performance. However it is necessary to understand the impact of social and economic characteristics of the entrepreneurs on business performance and to provide suitable recommendations for making a new theoretical framework in this aspect.

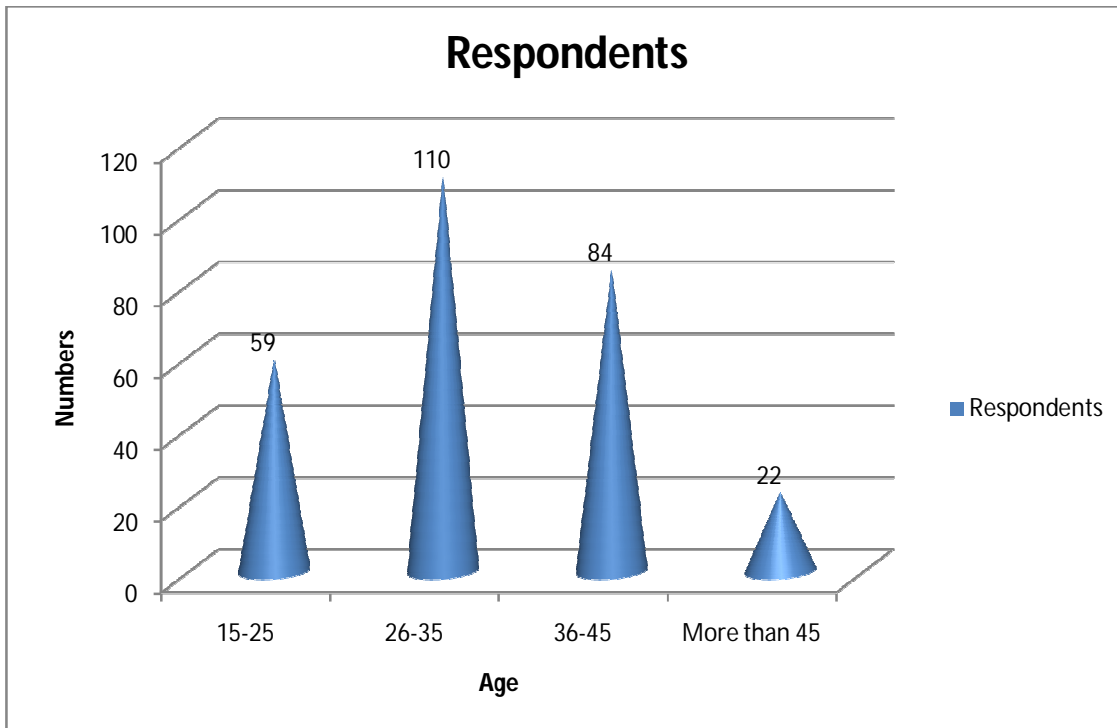
Socio Economic status of a society has a direct linkage with the growth and development of each individual belonging to that community. Hence it is very important to understand the socio economic profile of women in Rajasthan. The socio economic status are a composition of many variables like age, caste, occupation, family structure, nature of activity, marital status, education, work experience, family income etc.

Therefore it is necessary to analyze how women entrepreneurs set up their business venture and further grow and prosper into it. The focus of the study here is to club the socio economic traits and entrepreneurial activities among women from the theoretical and the practical outlook. In this context the present study aims to explore the socio economic factors among women which are very vital for the growth of enterprise run by them. The study will help in framing suitable policies for the progressive growth of women entrepreneurs.

#### **4.1.1. Age of Women Entrepreneur**

**TABLE 4.1 Age Groups of Women Entrepreneurs**

Age Group	Frequency	Percentage
15-25	59	21.5%
26-35	110	40.0%
36-45	84	30.5%
More than 45	22	8.0%
<b>Total</b>	<b>275</b>	<b>100</b>



**Chart 4.1 Age Group**

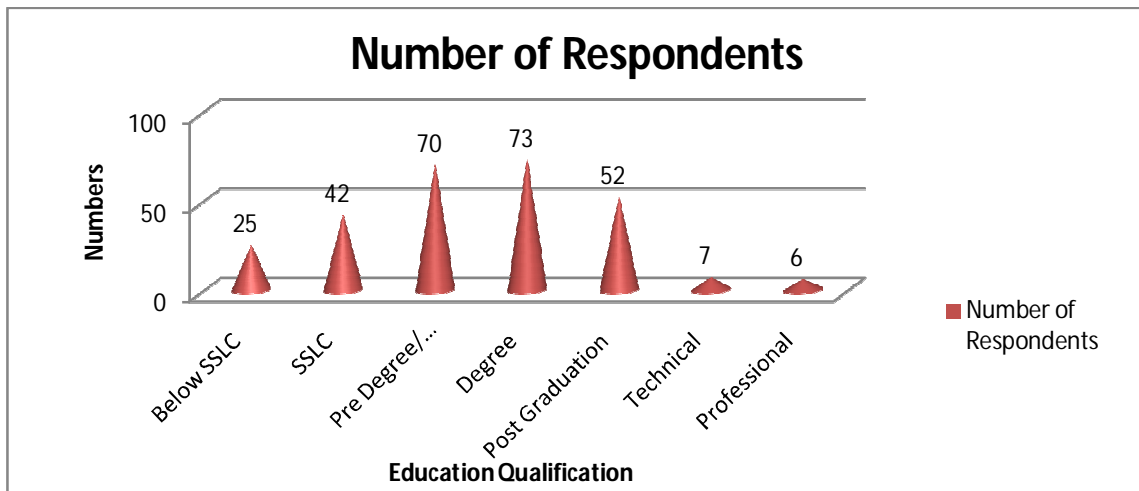
The age factor in the table 4.1 ranges between 15-45 years. The respondents were divided into four categories – between 15 to 25 years, 26 to 35 years and more than 45 years. The results shown that majority of the sample respondent started their entrepreneurial journey in the age category of 26-35 years. It simply means that after marriage these women have entered into the entrepreneurship field. This was followed by the 36-45 years, 15-25 years and lastly more than 45 years subsequently.

#### **4.1.2 Educational Qualification**

It is very well said and believed that education, entrepreneurship and growth are interconnected with each other. But the lacuna lies in the fact that education system in our state is not that much developed and effective. The table given below reflects the educational qualification of the sample respondents.

**TABLE 4.2 Educational Qualification**

<b>Educational Qualification</b>	<b>Frequency</b>	<b>Percentage</b>
Below SSLC	25	9.1
SSLC	42	15.3
Pre Degree/ plus two	70	25.5
Degree	73	26.5
Post Graduation	52	18.9
Technical	7	2.5
Professional	6	2.2
Total	275	100.0



**Chart 4.2 Educational Qualification**

The above tables 4.2 shows that majority of the respondents have qualification up to plus two or graduation. Only about 2-3% of respondents have technical or professional degrees. The findings of the study were very much same as it was in case of Hierich and Peters who clarified that even if females were well qualified then also they lack in the skills and technical experience which might restrict them from entering into the technical zone of entrepreneurship field.

**4.1.3. Marital Status**



Due to the sway of the social restriction and norms prevailing in the society against women, the researcher made an assumption that marriage would be a hurdle for women in setting up their business. But the results interpreted a very different tale.

**TABLE 4.3 Marital Status of Women Entrepreneurs**

<b>Marital status of Women</b>	<b>Frequency</b>	<b>Percentage</b>
Married	127	46.2
Single	68	24.7
Divorced	48	17.5
Widow	32	11.6
Total	275	100.0

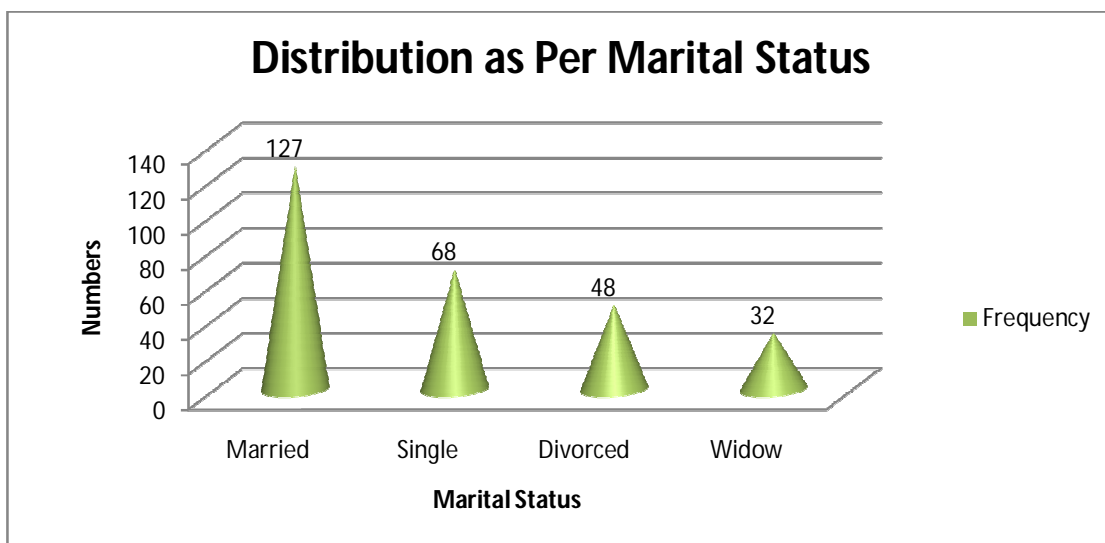


Chart 4.3 Marital Status

As Table 4.3 illustrated the marital status of women entrepreneurs in the state and it was interesting to find out that most of the business enterprise (46.2 percent) in the state were managed by the married women. They took up the entrepreneurship to fulfill the increasing expenditure of the family and to face all the odds of their family responsibilities. The data further point out that females were less interested to set up business before marriage. The reason may be because of the inherent doubt in their capabilities. This ideology was further supported by the fear of parents and social expectations as well. The priority of the parents was their daughter marriage and they prefer to spend money in daughter marriage other than

daughter's business. 24.7 percent of the respondents are single or unmarried. Divorcees and Widow comprises of 17.5 and 11.6 percent respectively.

#### 4.1.4 Religion

**TABLE 4.4 Religion of Women Entrepreneurs**

Religion	Frequency	Percentage
Hindu	114	41.5
Muslim	117	42.5
Christian	44	16.0
<b>Total</b>	<b>275</b>	<b>100.0</b>

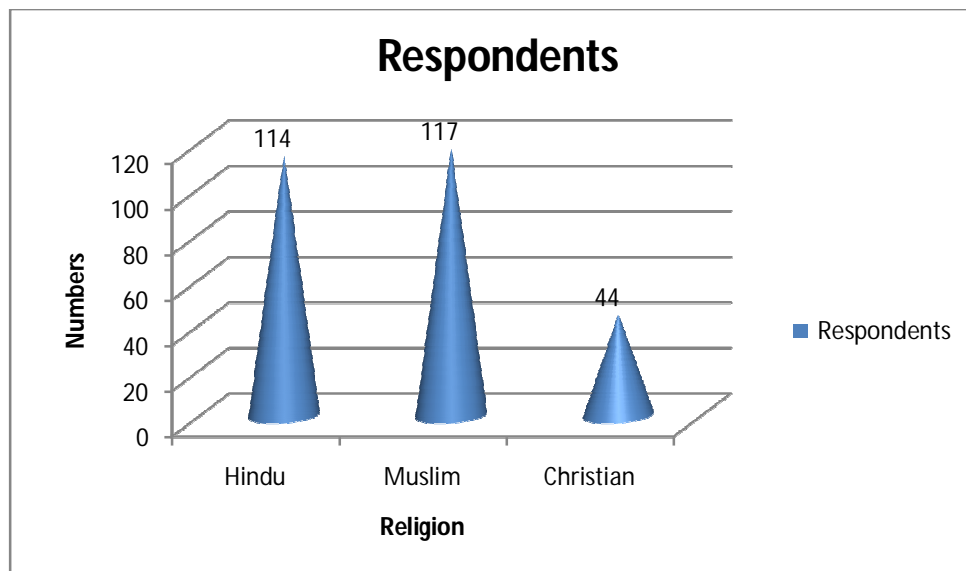


Chart 4.4 Religion

The above table 4.4 describes the classification of women entrepreneurs based on their religion. The data reveals that 42.5 of the respondents were Muslims, 41.5 percent of them were Hindus while the remaining 16 percent of the respondents were Christians. This reflects that very few Christian women were engaged in the entrepreneurial activities in the state.

#### 4.1.5 Place of Birth

The following table shows the rural/ urban background of the women entrepreneurs-

**TABLE 4.5 Place of Birth of Women Entrepreneurs**

Place of Birth	Frequency	Percentage
Rural	105	38.2

Urban	170	61.8
<b>Total</b>	<b>275</b>	<b>100.0</b>

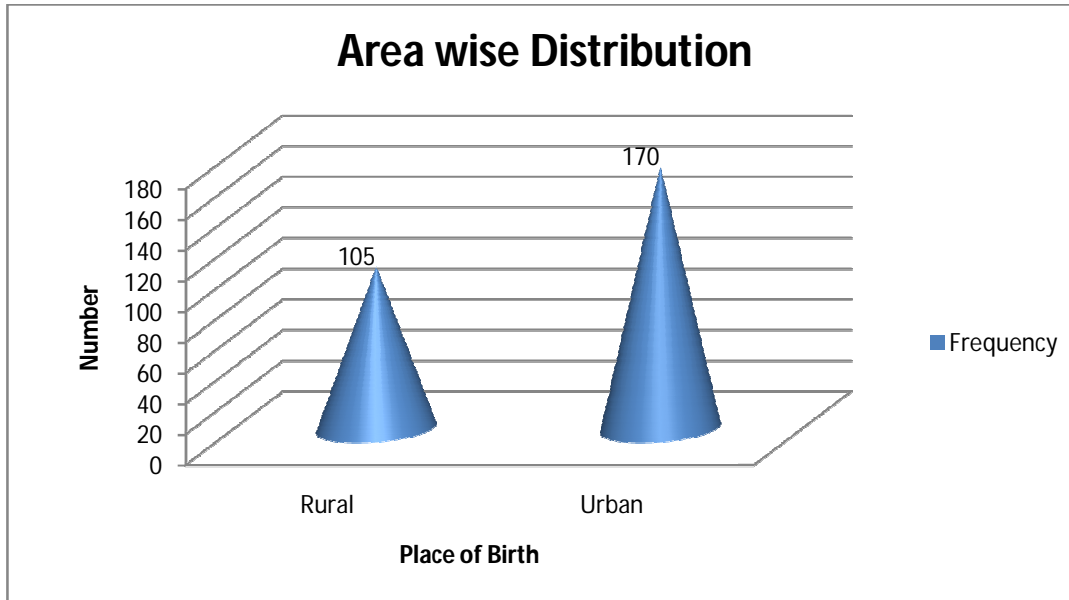


Chart 4.5 Place of Birth

There is a close interrelationship between the place of birth and the individual exposure. In order to be successful in business, entrepreneurs need opportunities and exposure. This was easily available in urban areas or towns as compared to rural areas. Hence it was observed from the table 4.5 that 61.8 percent of the women entrepreneurs belongs to urban areas and 38.2 percent are from the rural areas.

#### 4.1.6. Family Background

Women Entrepreneurial status is closely linked with their home and family. As women plays multiple character in her life i.e. role of sister, wife, mother, daughter or business women. Therefore the family structure to be analyzed carefully for understanding the growth of entrepreneurial activities. Table 4.6 presents the family structure of women entrepreneurs.

**TABLE 4.6 Family Background of Women Entrepreneurs**

Family Background	Frequency	Percentage
Nuclear Family	153	55.6
Joint Family	122	44.4

<b>Total</b>	<b>275</b>	<b>100.0</b>
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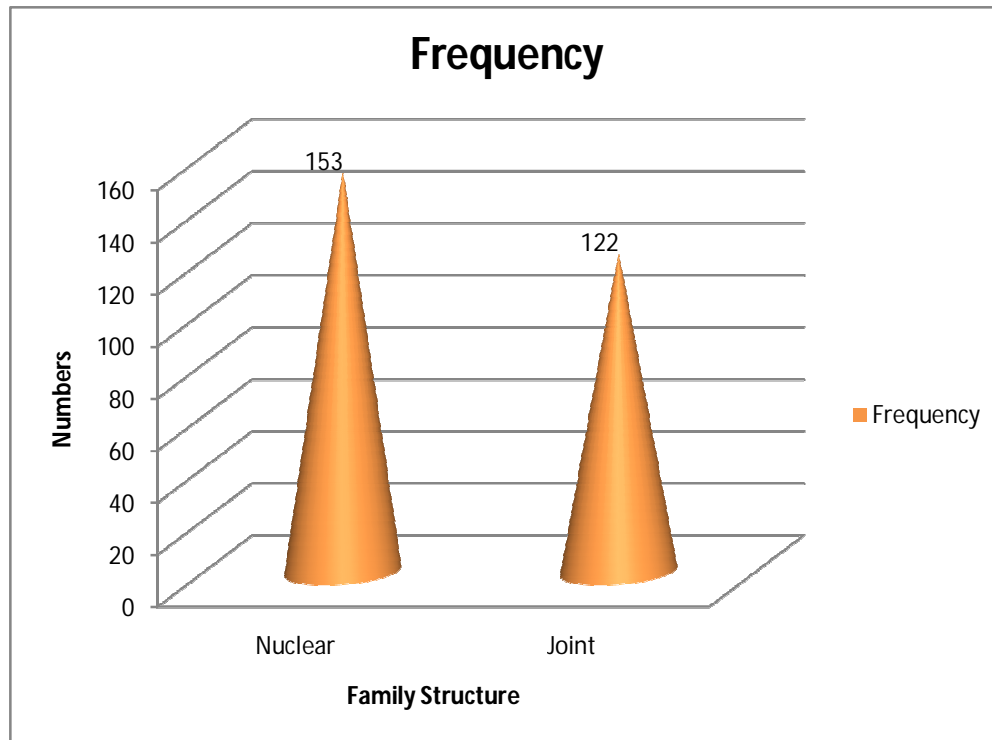


Chart 4.6 Family Structure

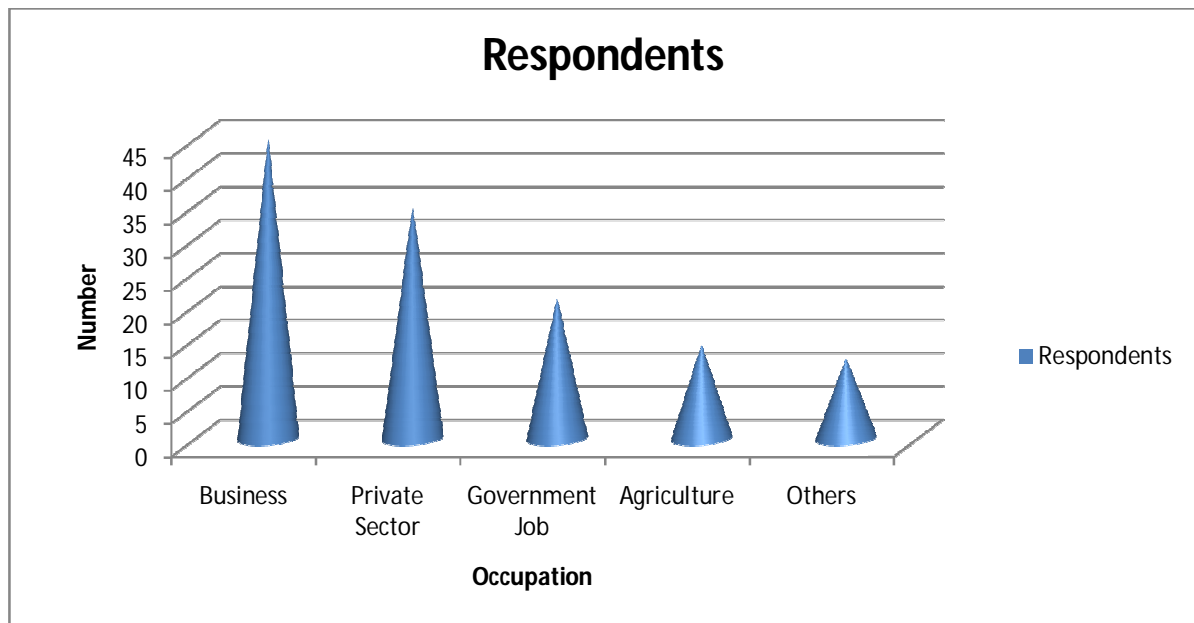
The family structure may either be joint or nuclear. Both the nuclear family and the joint family have certain advantages and disadvantages as well. The table 4.6 shows that majority of the respondents (55.6 percent) belongs to the nuclear families, while (44.4 percent) are from joint families. The reason could be the change in the lifestyle of individual and the challenges of families which compel them to stay in smaller families and also explore avenues to show and exploit their skills and talent. However many women shared their opinion that joint family is always a support for the females who raise fame in this entrepreneurial world. But still the fact is that in our study most of the women entrepreneurs belong to the nuclear families.

#### 4.1.7. Family Occupation

Besides the family structure the occupation of family or husband also determines the entrepreneur propensity. Table 4.7 reflects the occupation of husband of women entrepreneurs.

**TABLE 4.7 Occupation of Husbands of Women Entrepreneurs**

<b>Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Business	45	36.0
Private Sector	35	26.9
Government Job	21	16.4
Agriculture	14	10.9
Others	12	9.8
<b>Total</b>	<b>127</b>	<b>100.0</b>



**Chart 4.7 Occupation**

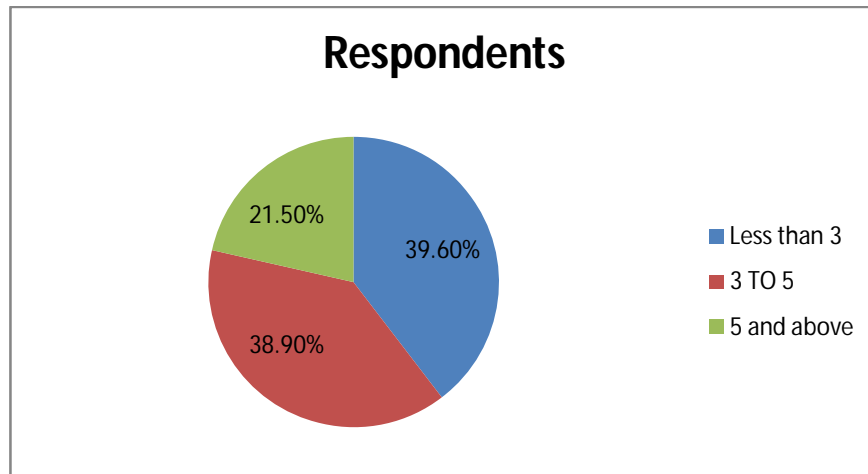
The analysis in the above table illustrated that husband of the majority of respondents hailed from the business background. This strongly supports the belief that a business background eases entry into the entrepreneurial world. Around 26.9 percent of the respondent husbands were engaged in private sector. And the Government sector, Agriculture and Allied Services (Others) comprises of 16.4, 10.9 and 9.8 percent respectively.

#### 4.1.8 Family Size

The family size and the marital status always have a great bearing on the success level in the entrepreneurial field. The females make lots of sacrifices in their married life to promote their husband profession even sometimes by forgetting about their career also. Also when the children arrive in the family it hardly affects the father career but the mother she devotes her full time towards the children and forgets their career as well. So the number of family members has a significant impact on the work of the respondents. Hence its assessment is of great relevance.

**TABLE 4.8 Family Size of the Women Entrepreneurs**

Family Size	Frequency	Percentage
Less than 3	109	39.6
3-5	107	38.9
5 And Above	59	21.5
Total	275	100



**Chart 4.8 Family Size of Women Entrepreneur**

**TABLE 4.9 Association between Districts and Family Size**

Family Size	District				Total
	BARAN	BUNDI	JHALAWAR	KOTA	
1	36	32	27	14	109

	51.4%	47.8%	37.0%	21.5%	39.6%
2	22	20	33	32	107
	31.4%	29.9%	45.2%	49.2%	38.9%
3	12	15	13	19	59
	17.1%	22.4%	17.8%	29.2%	21.5%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

## 4.2 BUSINESS PROFILE

To understand the business profile of Women Entrepreneurs nature of unit, Year of Establishment, Starting of business, Location of Business, Initial Investment made, Management of Business, Source of Funds, Marketing and Promotional Strategy, Fixing of Selling Price, Mode of Sales etc is needed to be evaluated.

### 4.2.1 Nature of Activity

**TABLE 4.10 Nature of Activity of Respondents**

Nature of activity	Frequency	Percent
Agriculture	29	10.5
Beauty Parlour	33	12.0
Chemicals	8	2.9
Coir	19	6.9
Food Product	29	10.5
Garments	27	9.8
Handicraft	33	12.0
Miscellaneous	32	11.6
Repair	35	12.7
Tailoring	30	10.9
Total	275	100.0

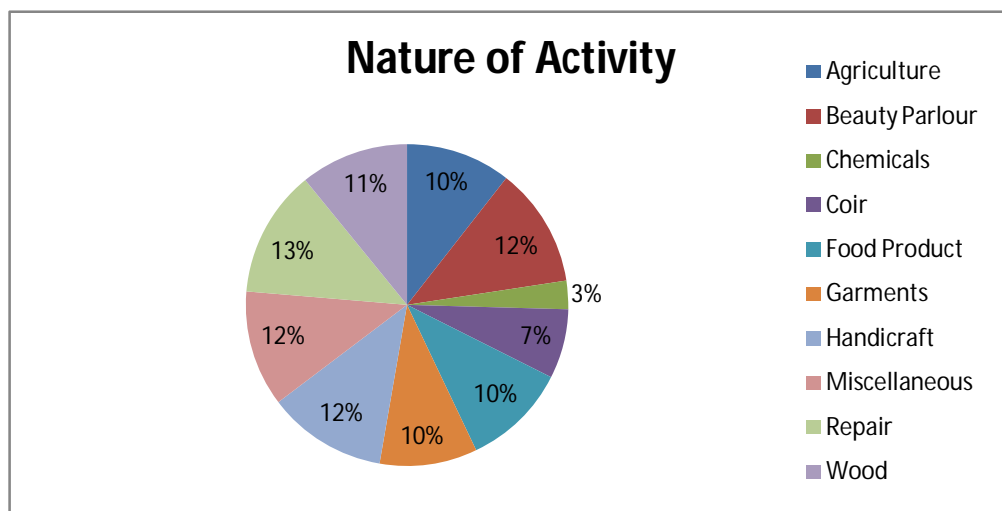


Chart 4.9 Nature of Activity

The above table 4.10 shows that majority of the respondents were involved in activities like, Repair, Beauty Parlour, handicraft and other miscellaneous activities.

#### 4.2.2 Year of Establishment

The period of establishment of business units is important especially in case of women owned units as it depicts the time and success level of business units and entrepreneurs also. Table 4.11 shows the classification of sample respondents units based on the year of establishment.

**TABLE 4.11 Year of Establishment of Business Units**

Year of Establishment	Frequency	Percentage
1975-80	25	9.1
1980-90	47	17.1
1990-2000	95	34.5
2000 Onwards	108	39.3
<b>Total</b>	<b>275</b>	<b>100.0</b>



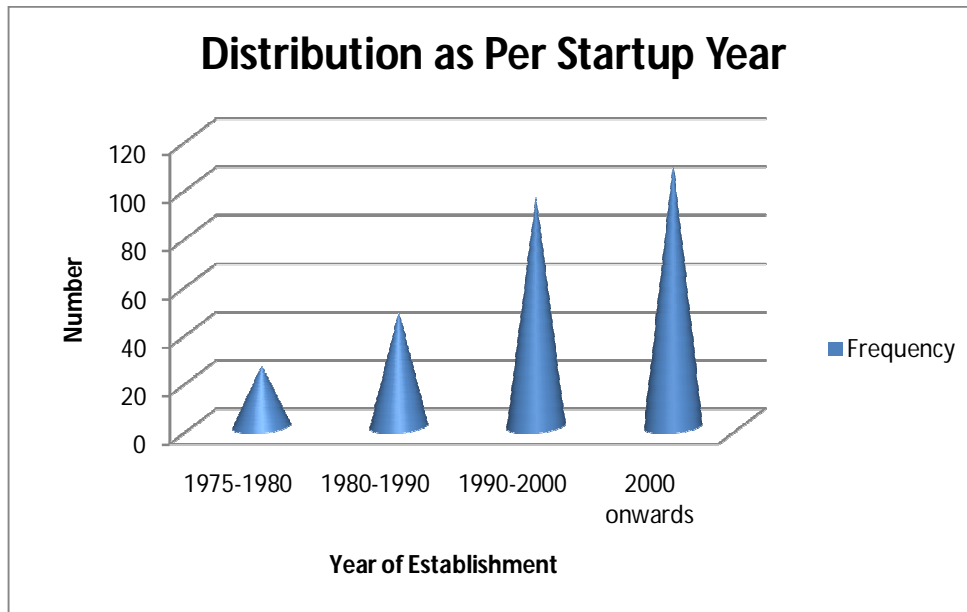


Chart 4.10 Year of Establishment

The result in the table 4.11 shows that most of the respondent (39.3 percent) in Rajasthan established their enterprises after 2000 onwards. 34.5 percent of the respondents established their enterprises between the years 1990-2000. 17.1 percent of the respondents set up their business venture between 1980-90 and the rest 9.1 percent between years 1975-80. These entrepreneurs have successfully overcome through the initial hurdles of their business and are now running very smoothly on their counterpart.

#### 4.2.3 Mode of Commencement of Business

The women entrepreneurs can commence their business ways through many ways as depicted below in the table 4.12

**TABLE 4.12 Mode of Commencement of Business**

<b>Mode of Starting</b>	<b>Frequency</b>	<b>Percentage</b>
Newly started	140	50.9
Inherited from family	87	31.6
Acquired from Partners	48	17.5
<b>Total</b>	<b>275</b>	<b>100.0</b>

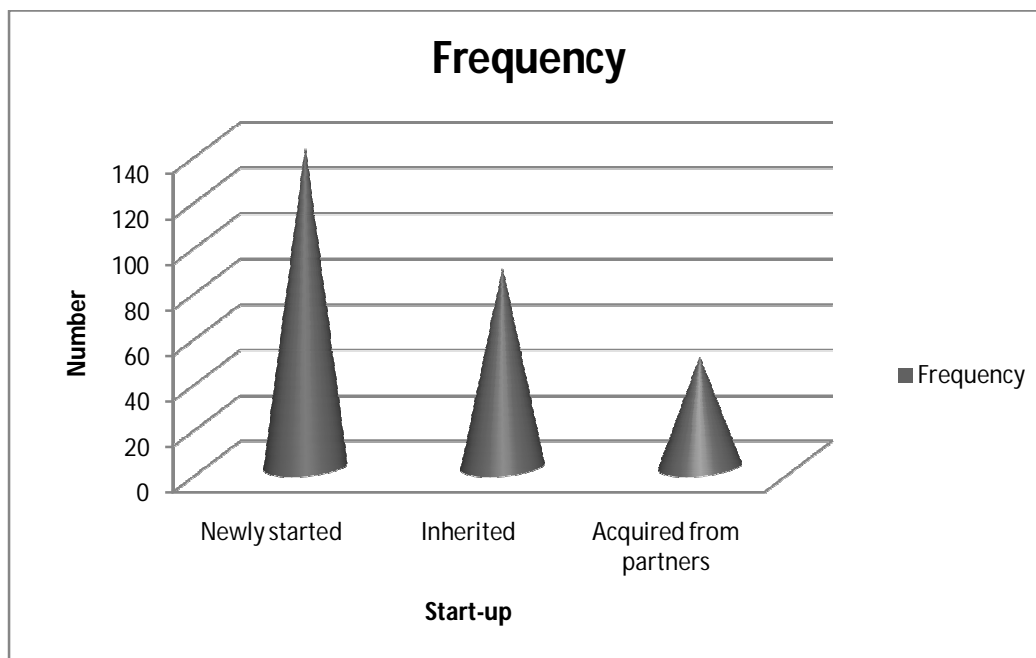


Chart 4.11 Mode of Commencement of Business

It is evident from the table 4.12 that 50.9 of the enterprises were newly commenced or started afresh and those respondents whose businesses were inherited from family constitute of 31.6 percent among the total sample respondents. Business acquired from other people or partners accounts for 17.5 percent. Operation of business becomes easier in case of sole proprietorship because the sole responsibility lies on the shoulder of proprietor only. However in case of firm or partnership coordination and expansion problem arises as a hurdles in smooth functioning of business.

#### 4.2.4 Location of Business

Location of the Business is dependent on certain factors like nearness to market, availability of raw material or labor. The table 4.13 described the location of the business. Location of business site is primarily based on the closeness to home; therefore it became the preliminary factor in deciding the location of business units (35.3). Availability of Market facilities (30.2), Development of Shed (11.6), Availability of Raw Material (11.6) and Availability of Labour (11.3) percent respectively.

TABLE 4.13 Location of Business

Location	Frequency	Percentage
Closeness to Home	97	35.3

Marketing Facilities	83	30.2
Development of Shed	32	11.6
Availability of Raw Material	32	11.6
Availability of Labour	31	11.3
<b>Total</b>	<b>275</b>	<b>100.0</b>

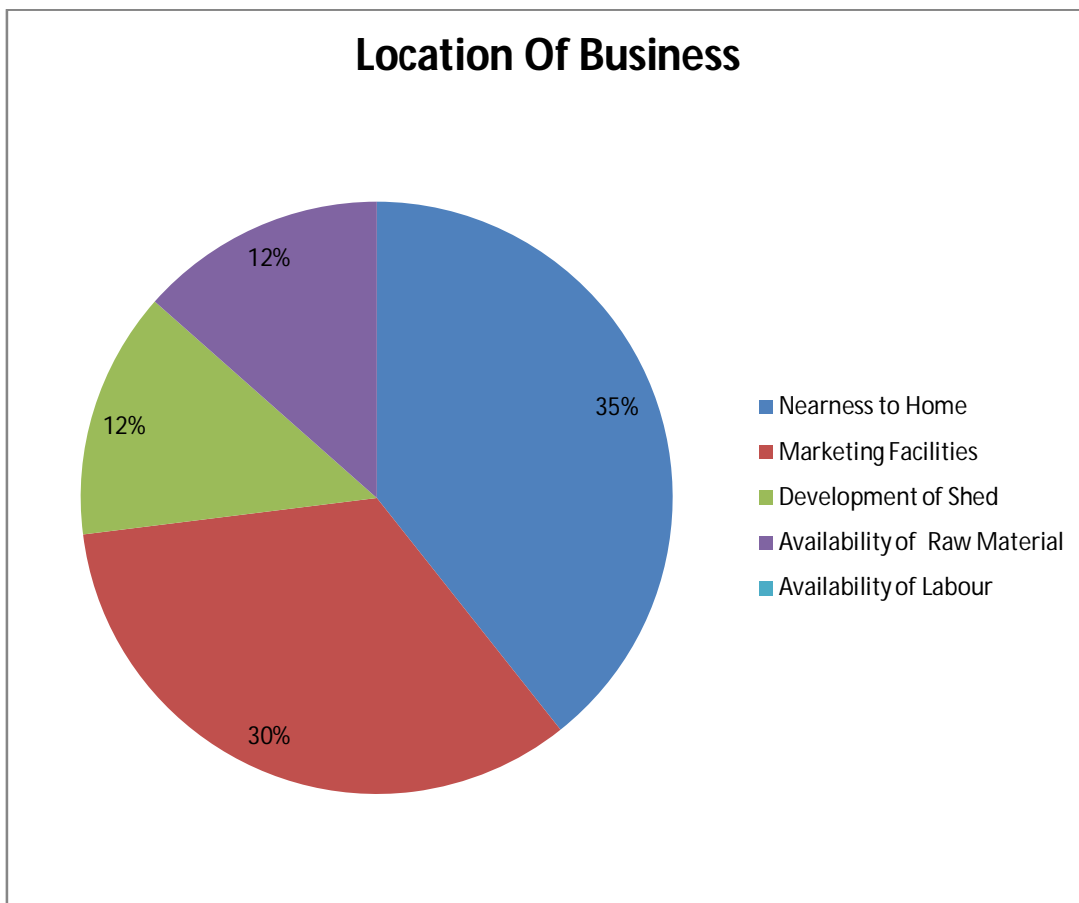


Chart 4.12 Location of Business

#### 4.2.5 Initial Investment Made

Mostly females prefer to have niche business as most of the women enter into entrepreneurship with the only motive of increasing the family income. They prefer to serve in the local market with minimum investment and savings. For commencing and even for

operating business capital is the primary requirement for any entrepreneur. They prefer to spend their own sum in the business and if they fall short of funds then only then choose to borrow money from the Banks or the market and further equity share capital. In brief entrepreneurs first borrow from the cheaper source and will then switch over to the expensive one in case of further requirement of funds.

**TABLE 4.14 Initial Investment Made**

<b>Initial Investment</b>	<b>Frequency</b>	<b>Percentage</b>
Below 1 lakhs	74	26.9
1-3 lakhs	61	22.2
3-5 lakhs	36	13.1
5-7 lakhs	29	10.5
7-9 lakhs	20	7.3
9-11 lakhs	8	2.9
11-20 lakhs	26	9.5
Above 20 lakhs	21	7.6
<b>Total</b>	<b>275</b>	<b>100.0</b>

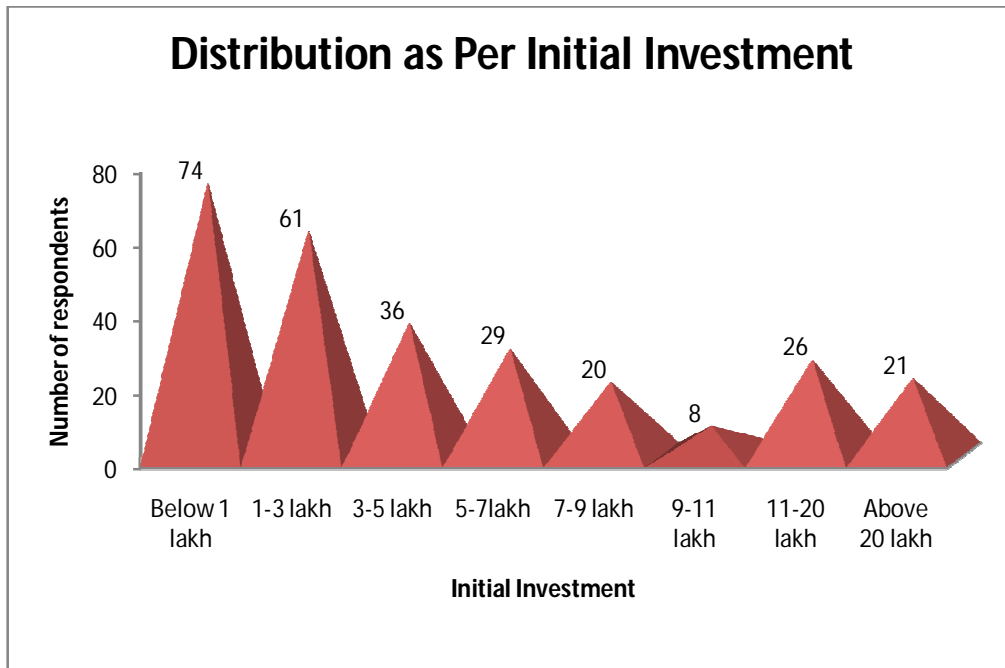


Chart 4.13 Initial Investment

It was learnt from the above table 4.14 that 26.9 percent of the respondent have made initial investment below 1 lakhs, 22.2 percent respondents have pooled between 1-3 lakhs. Around 13.1 percent have invested between 3-5 lakhs. 10.5 percent respondents have invested between 5-7 lakhs, 7.3 percent between 7-9 lakhs, 2.9 percent between 9-11 lakhs, 9.5 percent between 11-20 lakhs and rest 7.6 percent of the respondent have invested more than 20 lakhs in their business. The results were quite similar to the results of study conducted by Verheul and Thurik which reveals that women make less initial investment in business as compared to men. Although establishing a business unit is cheaper in developing countries as compared to the developed countries but developed countries have better physical facilities and resources. Majority of the women entrepreneurs utilize their personal savings or family money in business or they primarily prefer to borrow money from their friends or relatives. At last they rely on banks for loans.

#### 4.2.6 Management of business

Entrepreneur at the small scale level has to be in front position all the time. Management of small business is much difficult task. To guarantee a sustained development in SSI sector, the problem should be solved from the grass root level. However Management of a business is not a simple task, Entrepreneur need to be far visionary and keep themselves updated with the changing scenario. In large business if the company suffers any losses then it is shared

between many people. But in case of small business with limited resources even a single mistake may incur heavy losses to be borne by the owner solely.

**TABLE 4.15 Management of Business**

Management of Business	Frequency	Percentage
Self	91	3.1
Husband and Wife Jointly	113	44.1
Workers Employed	25	9.1
All Jointly	46	16.7
<b>Total</b>	<b>275</b>	<b>100.0</b>

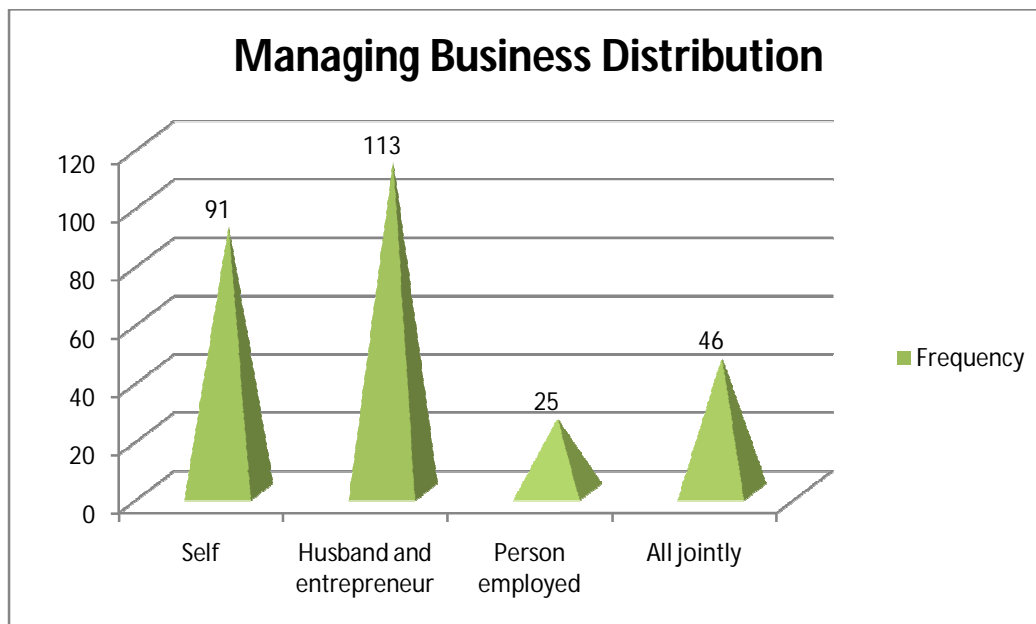


Chart 4.14 Management of Business

In Table 4.15 the analysis inferred that 44.1 percent of the respondents are managing their business jointly with their husband. 33.1 percent of the respondent runs the business by themselves. Those entrepreneurs who requires support constitute 9.1 percent and 16.7 percent of the sample operates their business jointly with their family.

#### **4.2.7 Source of Fund**

Finance is very important for establishing any business. It is very important that women entrepreneur should have the required knowledge and awareness about the promotional agencies which are rendering financial incentives and other support for women entrepreneurs. They have to rely on their own savings as they believe that government agencies and financial institution process is quite rigid and unfriendly. However most of the respondents do not know how to avail these advantages to the maximum. It is believed that the traditional source of finance has been personal savings, credit cards, home loan etc. Past research have shown that women are more careful then men in terms of making investment in business.

**TABLE 4.16 Source of Fund**

<b>Source of Fund</b>	<b>Frequency</b>	<b>Percentage</b>
Own fund	61	22.2
Own and Bank	68	24.7
Husband and Own	88	32.0
Commercial Banks	26	9.5
Money Lenders	32	11.6
<b>Total</b>	<b>275</b>	<b>100.0</b>

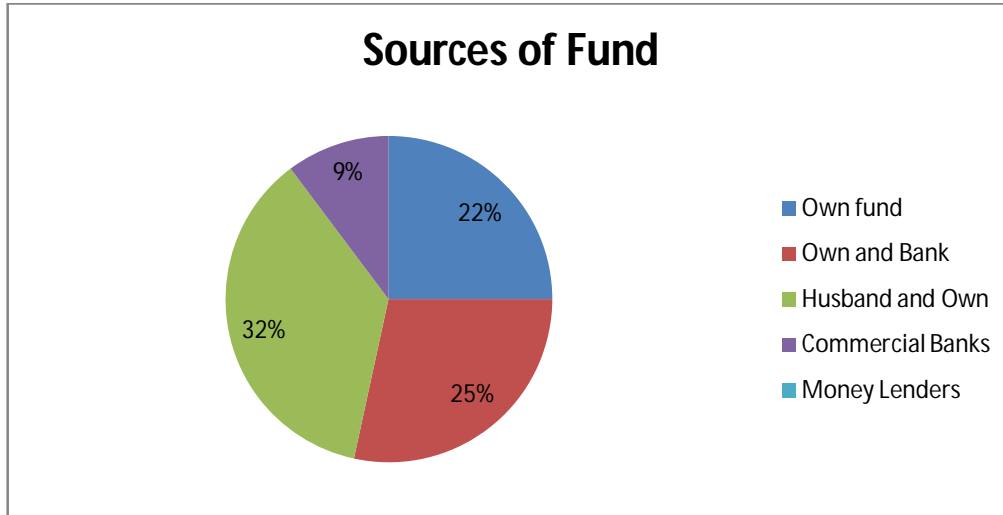


Chart 4.15 Sources of Fund

Some of the respondents said that most of them do not want to take the risk of investing large amount. Most of the respondents (22.2 percent) input their own funds in business. Almost 24.7 percent of the respondents initially use their own money in business but in case of further need or shortage of fund they borrow the money from bank. Around 32.0 percent respondents utilized their own money and husband money for business expansion. The remaining 9.5 percent and 11.6 percent borrowed money from commercial bank and money lenders.

#### 4.2.8 Experience before the setting of business

TABLE 4.17 Experience before the setting of business unit

Experience	Frequency	Percentage
Trading	59	21.5
Service	51	18.5
Manufacturing-Trading	42	15.3
No previous experience	123	44.7



<b>Total</b>	<b>275</b>	<b>100.0</b>
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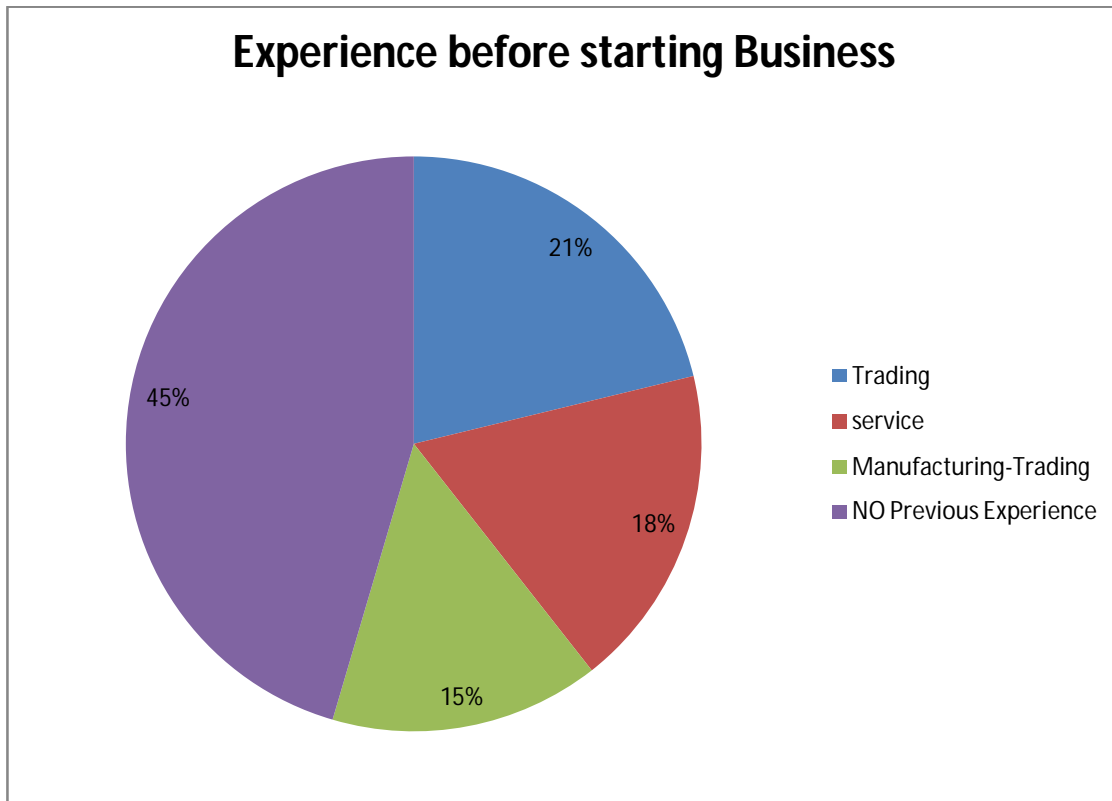


Chart 4.16 Experiences before Setting of Business

The data in the table 4.17 states the kind of business experience or skills the entrepreneur possesses before setting up the business ventures. Majority of the respondents (44.7) percent had no previous experience of either trading or manufacturing before starting the business. It highlights that although prior training or experience helps the entrepreneur in managing or expansion of business but it is not a precondition for setting an enterprise. 21.5 percent of the respondents have experience in trading, 18.5 percent possess experience in the service sector. However the percentage of manufacturing cum trading was 15.3 percent. The analysis obtained from the study is quite similar to the study of Watkins and Watkins who believes that in developing nation women generally enter business without any previous experience. On the other side in developed nations women have prior business experience.

#### **4.2.9 Marketing and Promotional Agencies**

**TABLE 4.18 Descriptive Statistics Marketing & Promotional Strategy**

<b>Particulars</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Discounts	275	2.02	.448
Credit sales	275	3.84	.364
Personal selling	275	1.78	.509
Quality control	275	1.81	.515
Advertising	275	3.81	.392
Product Differt	275	3.20	.398
Word of mouth	275	1.25	.432
Store display	275	1.96	.496
DistCode	275	2.5164	1.10188

**TABLE 4.19 Association between Districts and Discounts as a Marketing & Promotional Strategy**

<b>District</b>	<b>N</b>	<b>Mean Rank</b>
Kota	65	137.65
Baran	70	137.50
Jhalawar	73	137.45
Bundi	67	139.46
<b>Total</b>	<b>275</b>	

Pearson Chi-Square .062, df = 3, p value = .996

The above table shows the association between different districts and women entrepreneurs' perception about Discounts as a Marketing & Promotional Strategy. No significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact.

**TABLE 4.20 Association between Districts and Credit sales as a Marketing & Promotional Strategy**

<b>District</b>	<b>N</b>	<b>Mean Rank</b>
Kota	65	132.00
Baran	70	143.79
Jhalawar	73	131.25
Bundi	67	145.13
<b>Total</b>	<b>275</b>	

Pearson Chi-Square 456.3, df = 3, p value = .207

The above table shows the association between different districts and women entrepreneurs' perception about credit sales as a Marketing & Promotional Strategy. No significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact.

**TABLE 4.21 Association between Districts and Personal selling as a Marketing & Promotional Strategy**

<b>District</b>	<b>N</b>	<b>Mean Rank</b>
Kota	65	149.05
Baran	70	126.67
Jhalawar	73	147.52
Bundi	67	128.75
<b>Total</b>	<b>275</b>	

Pearson Chi-Square 7.153, df = 3, p value = .067

The above table shows the association between different districts and women entrepreneurs' perception about personal selling as a Marketing & Promotional Strategy. No significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact.

**TABLE 4.22 Association between Districts and Quality Control as a Marketing & Promotional Strategy**

<b>District</b>	<b>N</b>	<b>Mean Rank</b>
Kota	65	151.65
Baran	70	123.64
Jhalawar	73	150.91
Bundi	67	125.69
<b>Total</b>	<b>275</b>	

Pearson Chi-Square 11.985, df = 3, p value = .007

The above table shows the association between different districts and women entrepreneurs' perception about quality control as a Marketing & Promotional Strategy. No significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact.

**TABLE 4.23 Association between Districts and Advertising as a Marketing & Promotional Strategy**

<b>District</b>	<b>N</b>	<b>Mean Rank</b>
Kota	65	138.62
Baran	70	136.50
Jhalawar	73	139.51
Bundi	67	137.32
<b>Total</b>	<b>275</b>	

Pearson Chi-Square .131, df = 3, p value = .988

The above table shows the association between different districts and women entrepreneurs' perception about advertising as a Marketing & Promotional Strategy. No significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact.

**TABLE 4.24 Association between Districts and Product Differentiation as a Marketing & Promotional Strategy**

<b>District</b>	<b>N</b>	<b>Mean Rank</b>
Kota	65	136.38

Baran	70	138.50
Jhalawar	73	139.25
Bundi	67	137.68
<b>Total</b>	<b>275</b>	

Pearson Chi-Square .103, df = 3, p value = .991

The above table shows the association between different districts and women entrepreneurs' perception about product differentiation as a Marketing & Promotional Strategy .No significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact.

**TABLE 4.25 Association between Districts and Word of Mouth as a Marketing & Promotional Strategy**

District	N	Mean Rank
Kota	65	131.50
Baran	70	147.21
Jhalawar	73	132.25
Bundi	67	140.94
<b>Total</b>	<b>275</b>	

Pearson Chi-Square 3.307, df = 3, p value = .347

The above table shows the association between different districts and women entrepreneurs' perception about word of mouth as a Marketing & Promotional Strategy. No significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact.

**TABLE 4.26 Association between Districts and Store display as a Marketing & Promotional Strategy**

District	N	Mean Rank
Kota	65	147.06
Baran	70	129.37

Jhalawar	73	145.03
Bundi	67	130.56
<b>Total</b>	<b>275</b>	

Pearson Chi-Square 4.962, df = 3, p value = .175

The above table shows the association between different districts and women entrepreneurs' perception about store display as a Marketing & Promotional Strategy. No significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact.

#### 4.2.10 Mode of Sales

The success of any business based largely on its ability to market its products. Difficult in marketing process will lead to the hold of stock and under utilization of its capacity. There are several methods through which an entrepreneur can increase its sales either by selling the goods on credit basis, through cash mode or partly on cash or sales basis.

**TABLE 4.27 Mode of Sales**

Sales Mode	Frequency	Percentage
Cash	97	35.3
Credit	117	42.5
Both	61	22.2
<b>Total</b>	<b>275</b>	<b>100.0</b>

The data in the table 4.27 reveals that 42.5 percent of the enterprises sell their goods on credit basis. 35.3 percent sells goods through cash. Enterprise which goes for cash and credit basis both accounts for 22.2 percent.

**TABLE 4.28 Association between Districts and Mode of Sales**

Mode of sales	District				Total
	Baran	Bundi	Jhalawar	Kota	
Cash	26	27	23	21	97

	37.1%	40.3%	31.5%	32.3%	35.3%
Credit	28	28	35	26	117
	40.0%	41.8%	47.9%	40.0%	42.5%
Both	16	12	15	18	61
	22.9%	17.9%	20.5%	27.7%	22.2%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi-Square 3.263, df = 6, p value = .775

#### 4.2.11 Fixing of Selling Price

**TABLE 4.29 Fixing of Selling Price**

Fixing of Price	Number	Percentage
Myself with profit margin	108	39.3
Sale Price	78	28.4
Intermediaries or Dealer	59	21.5
Below Market Price	30	10.9
<b>Total</b>	<b>275</b>	<b>100.0</b>

The data in Table 4.29 shows that majority (39.3 percent) of the respondents were unable to decide the price by themselves. 28.4 percent respondents decide their sale price either by themselves or the situation prevailing in the market. Again 21.5 percent of the respondents rely on the dealers, agent or intermediaries to decide the price of their product. Lastly Around 10.9 percent of the respondents were forced to sell their goods at price below the prevailing market price.

**TABLE 4.30 Association between Districts and Mode of Fixing of Selling Price**

Fixing of Selling Price	District				Total
	Baran	Bundi	Jhalawar	Kota	
1	30	20	31	27	108
	42.9%	29.9%	42.5%	41.5%	39.3%
2	22	16	22	18	78
	31.4%	23.9%	30.1%	27.7%	28.4%

3	12	19	14	14	59
	17.1%	28.4%	19.2%	21.5%	21.5%
4	6	12	6	6	30
	8.6%	17.9%	8.2%	9.2%	10.9%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi-Square 9.101, df = 9, p value = .428

#### 4.2.12 Nature of Help from Family Members

It was found that nature of help from the family members plays an important role in the smooth operation of the business. Hence the Table 4.31 depicts the kind of help the women entrepreneurs have received from their family members.

**TABLE 4.31 Nature of help from Family members**

<b>Nature of Help</b>	<b>Frequency</b>	<b>Percentage</b>
Marketing of products	105	38.2
Production process	46	16.7
Procurement of inputs	49	17.8
Tackling problems	29	10.5
In all matters	53	19.3
No support	27	9.8
<b>Total</b>	<b>275</b>	<b>100.0</b>

The analysis in the Table 4.31 shows that most (38.2 percent) of the women entrepreneurs need their family support in the marketing of their products. Further in the obtaining of raw material to production or manufacturing of goods. Some respondents were reliant and feel that they do not require any kind of support from their family members. The reason may be since beginning they were living in nuclear families and have a habit of managing things alone. While some respondents felt that they need their family support in all the matters.



Without the family help it is not possible for them to manage the dual responsibilities simultaneously.

**TABLE 4.32 Marketing of products \* District**

Marketing of products	District				Total
	Baran	Bundi	Jhalawar	Kota	
0	41	45	44	40	170
	58.6%	67.2%	60.3%	61.5%	61.8%
1	29	22	29	25	105
	41.4%	32.8%	39.7%	38.5%	38.2%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi-Square 1.200, df = 3, p value = .753

**TABLE 4.33 Production process \* District**

Production process	District				Total
	Baran	Bundi	Jhalawar	Kota	
0	56	48	66	59	229
	80.0%	71.6%	90.4%	90.8%	83.3%
1	14	19	7	6	46
	20.0%	28.4%	9.6%	9.2%	16.7%
Total	70	67	73	65	275

	100.0%	100.0%	100.0%	100.0%	100.0%
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Pearson Chi-Square 12.338, df = 3, p value = .006

**TABLE 4.34 Procurement of inputs \* District**

Procurement of inputs	District				Total
	Baran	Bundi	Jhalawar	Kota	
0	57	59	58	52	226
	81.4%	88.1%	79.5%	80.0%	82.2%
1	13	8	15	13	49
	18.6%	11.9%	20.5%	20.0%	17.8%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi-Square 2.191, df = 3, p value = .534

**TABLE 4.35 Tackling problems \* District**

Tackling problems	District				Total
	Baran	Bundi	Jhalawar	Kota	
0	62	61	65	58	246
	88.6%	91.0%	89.0%	89.2%	89.5%
1	8	6	8	7	29
	11.4%	9.0%	11.0%	10.8%	10.5%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi-Square .254, df = 3, p value = .968

**TABLE 4.36 In all matters \* District**

In all matters	District				Total
	Baran	Bundi	Jhalawar	Kota	
0	64	61	52	45	222
	91.4%	91.0%	71.2%	69.2%	80.7%
1	6	6	21	20	53
	8.6%	9.0%	28.8%	30.8%	19.3%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi-Square 19.488, df = 3, p value = .000

**TABLE 4.37 No support \* District**

No support	District				Total
	Baran	Bundi	Jhalawar	Kota	
0	62	61	66	59	248
	88.6%	91.0%	90.4%	90.8%	90.2%
1	8	6	7	6	27
	11.4%	9.0%	9.6%	9.2%	9.8%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi-Square .291, df = 3, p value = .962

#### **4.2.13 Conflict between Domestic and Entrepreneurial Role**

A business woman is a centripetal force. She has to play many roles as women primarily as a housewife and subsequently as a forward looking entrepreneur. The two roles work together with each other. She is helpless in relieving herself from the traditional role but at the same time provide proof of adjusting herself with the modernistic values. Further in today's scenario the traditional influences and modern role are contradictory. In such cases stress is very natural phenomenon. Also Our Indian community is still described by its ancient societal behavior and values. In such a case the task of entrepreneurship becomes much more difficult task. Under all these circumstances and tough times women face really tough times

and stress in their life. The below table show the conflicts faced by the women entrepreneurs in their life.

**TABLE 4.38 Conflict between Domestic and Entrepreneurial Role**

Nature of Conflict	Number	Percentage
Domestic work	101	36.7
Inconvenience of family members	64	23.3
Being a good spouse	32	11.6
Children's education	39	14.2
No conflicts between two roles	47	17.1
<b>Total</b>	<b>275</b>	<b>100.0</b>

The analysis in the table 4.38 reflects that 36.7 percent of the respondents find it difficult to maintain the balance between the domestic work and the entrepreneurial activity. Around 23.3 percent of the respondents believe that they have to face the inconvenience of the family members. Due to the conflict between the business work and household chores 11.6 percent of the entrepreneurs face difficulty in becoming a good spouse for their husband. 14.2 percent of the respondents stated that their job profile affects the education of their children and 17.1 percent women says that they do not face any difficulty in handling their business and family life.

**TABLE 4.39 Domestic work \* District**

Domestic work	District				Total
	Baran	Bundi	Jhalawar	Kota	
0	39	39	50	46	174
	55.7%	58.2%	68.5%	70.8%	63.3%
1	31	28	23	19	101
	44.3%	41.8%	31.5%	29.2%	36.7%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi-Square 4.888, df = 3, p value = .180

**TABLE 4.40 Inconvenience of Family Members \* District**

Inconvenience of family members	District				Total
	Baran	Bundi	Jhalawar	Kota	
0	51	59	51	50	211
	72.9%	88.1%	69.9%	76.9%	76.7%
1	19	8	22	15	64
	27.1%	11.9%	30.1%	23.1%	23.3%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi-Square 7.333, df = 3, p value = .062

**TABLE 4.41 Being a Good Spouse \* District**

Being a Good Spouse	District				Total
	Baran	Bundi	Jhalawar	Kota	
0	64	54	66	59	243
	91.4%	80.6%	90.4%	90.8%	88.4%
1	6	13	7	6	32
	8.6%	19.4%	9.6%	9.2%	11.6%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi-Square 5.233, df = 3, p value = .155

**TABLE 4.42 Children's Education \* District**

Children's	District	Total
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<b>Education</b>	<b>Baran</b>	<b>Bundi</b>	<b>Jhalawar</b>	<b>Kota</b>	
0	64	55	58	59	236
	91.4%	82.1%	79.5%	90.8%	85.8%
1	6	12	15	6	39
	8.6%	17.9%	20.5%	9.2%	14.2%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

**TABLE 4.43 No conflicts between two roles \* District**

<b>No conflicts between two roles</b>	<b>District</b>				<b>Total</b>
	<b>Baran</b>	<b>Bundi</b>	<b>Jhalawar</b>	<b>Kota</b>	
0	54	61	67	46	228
	77.1%	91.0%	91.8%	70.8%	82.9%
1	16	6	6	19	47
	22.9%	9.0%	8.2%	29.2%	17.1%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi-Square 15.587, df = 3, p value = .001

## **CHAPTER-5**

### **ROLE PLAYED BY GOVERNMENT AGENCIES IN PROMOTING WOMEN ENTREPRENEURSHIP**

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Small Scale Industries plays an important role in generating employment opportunities in the state. More emphasis is laid on small industries to improvise the capacity of small scale industrial units. For this purpose various institutions are established at central and state levels to support the entrepreneurs of the state especially the women entrepreneurs. These institutions organize counseling session; training programmes, making them learn the managerial aspects, provide guidance and a helping hand to these budding women entrepreneurs which establish a cognitive environment to rejuvenate their dreams. Due to the government schemes the women entrepreneurs have been able to enhance the economic edge of the country but still a lot of work is to be done in this regard. Many a times unfavorable conditions or economic barriers often hinder the women entrepreneurs to use their potential.

Rajasthan has numerous instances of such successful women entrepreneurs but the number of women entrepreneurs in the list is still very less and the enterprise run exclusively by the women is still very less in the state.

#### **5.1 SUPPORT FROM GOVERNMENT AGENCIES**

An evaluation of the institutional assistance was made in this study, the results of the study is primarily based on the field level survey conducted by the researcher. The primary data was collected through the structured questionnaire from the four district of Rajasthan namely Kota, Baran, Bundi and Jhalawar. Discussions were also held with the various officials of Government agencies to get a deep insight of their perception about the sample respondents and their business. Secondary data were collected from the records of Government agencies, various publications and websites. Development of any business enterprise requires identification of business idea, training of personnel, and preparation of detailed project report, arrangement of finance, raw material and infrastructural facilities.

There are three types of assistance extended in business project cycle- stimulatory, supportive and sustaining. Stimulatory activities include identification of potential entrepreneur, development of entrepreneurial activity and arrangement of infrastructure. Supportive activities comprises of assistance to new entrepreneurs in starting their business, arrangement of funds and working capital, consultancy service etc. Sustaining activities includes units

running smoothly on a sustainable basis. It also provides assistance for expansion, modernization, business development etc. The agencies working in the state for the development and promotion of women entrepreneurship are DIC, KVIC, MSME-DI, RBLP, EDI, RIICO and RFC. Banks and Financial Institutions are also included in this. In spite of so many agencies working the entrepreneurial development is slow in the state. A lot of entrepreneurial talent is left undiscovered in the state. Therefore suitable actions are required to explore the untapped talent. The present chapter deals with the analysis of the promotional measures adopted by the Government agencies in the promotion and development of women entrepreneurship in the state.

### **5.1.1 Awareness about the Government Agencies**

Women Entrepreneurs should have enough awareness about the agencies working in the development of women entrepreneurship in the state of Rajasthan. It is not worthy that with how much excellence the schemes have been launched, the targets can only be achieved when the beneficiaries or respondents are aware about the schemes offered and the promotional agencies providing these services. The respondents were enquired that whether they are aware about the government agencies for the promotion of women entrepreneurship. The results are analyzed below-

**TABLE 5.1 Extent of Awareness about Government Agencies**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Very High	13	4.7 %
High	23	8.4%
Moderate	73	26.5%
Nil	166	60.4%
Total	275	100.0%

It was analyzed from the table 5.1 that 4.7 percent of the women respondents were fully aware about the government agencies running in the state that provides support to the women entrepreneurs. Amongst the respondents 8.4 percent were aware about the schemes but they were not aware about some of the agencies. While 26.5 percent of them answered that they have little idea about the availability of schemes and the agencies as well. And 60.4 percent of the respondents accepted their non awareness in this matter.



**TABLE 5.2 Association between Districts and Awareness about the various Government Agencies**

Awareness about the various government agencies	District				Total
	Baran	Bundi	Jhalawar	Kota	
Very High	4	4	4	1	13
	5.7%	6.0%	5.5%	1.5%	4.7%
High	4	5	7	7	23
	5.7%	7.5%	9.6%	10.8%	8.4%
Moderate	19	19	19	16	73
	27.1%	28.4%	26.0%	24.6%	26.5%
Nil	43	39	43	41	166
	61.4%	58.2%	58.9%	63.1%	60.4%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi-Square = 3.443, DF = 9, p value = 0.944

Statistics	DF	Value	Probab
Chi Square	9	3.443	0.944

Null hypothesis is accepted

The results of the chi square test shows that P value is 0.944 which means that A non significant difference is found in the awareness level of entrepreneurs belonging to different districts about various government agencies. Therefore the null hypothesis is accepted.

### 5.1.2 Government Agencies Approached by Women Entrepreneurs

Further the respondents were asked to mention the list of agencies from where they have taken some kind of help or assistance. After analysis it was found that majority of the respondents have approached District Industrial Centre (DIC) of their respective district to seek any kind of subsidy under PMEGP, skill based training etc

**TABLE 5.3 Government Agencies Approached by Women Entrepreneurs**

Agencies	Number	Percentage
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DIC	275	100 %
KVIC	7	2.54%
RIICO	20	7.27%
RSLDC	25	9.09%
MSME-DI	10	3.63%
DRDA	30	10.91%

Some respondent availed more than one schemes.

The results shows that all the women approached DIC as the list of respondents have been taken out from the records of DIC. 275 of the respondents approached to the DIC for registration purpose in order to avail the benefits like training and loan under PMEGP which proves that DIC played an important role in providing support to the entrepreneurs in every district, while other institutions were working in a normal course. By offering the number of services they were not able to achieve their respective objectives due to the lack of commitment from their staff side.

Only 3.63 percent of the respondents have contacted MSME DI Jaipur. This agency aims to provide consultancy services including the techno economic and managerial services and basic input required to set up business. The women entrepreneurs are guided suitably to empower them to start their own business.

And 2.54 percent of the women entrepreneurs approached to KVIC which conducts multi disciplinary stipend and non stipend training programmers in short term for the prospective women entrepreneurs. The officers mentioned that their job is not to keep a check that women have started their business or not.

RIICO (Rajasthan State Industrial and Development Corporation) was established in the year 1969. It emerged in the availability and development of land for industrial enterprises and provides supportive infrastructural facilities to the large, medium and small scale projects and further helps in promoting and accelerating industrial growth in the state. 7.27 percent of the entrepreneurs approached to RIICO to avail their services.

Around 10.91 percent of the entrepreneurs have contacted DRDA, the aim of the programme to support the economically backward women in the state and thus increase employment

opportunities for them. The Agency helps the women in getting training. Even in case of loan the women themselves prepares their project report. The office checks its feasibility and checks that whether the women is capable of doing it or not. After disbursement of loan, the agency is only interested in taking care of the recovery procedures from the females who have made any default in the repayment of loan. However most of them are regular in the repayment of loan.

RSLDC (Rajasthan Skill and Livelihood Development Corporation) was established in the year 2004 with the motive to fight against the unemployment challenges and ensuring sustainable development in the state. It further aims to provide skill based training to the people who aims to become entrepreneurs. Around 9.09 percent of the women approached RSLDC in order to learn skill based training so that it can help them in setting and expanding their business.

Although most of the agencies are imparting training to women entrepreneurs to the existing and potential women entrepreneurs, yet there is no proper follow up or periodic evaluation of the EDPs that how many women have actually set up their own business. There are some agencies involved in disbursing loan to women entrepreneurs but again there is no specific scheme meant for women entrepreneurs. The schemes are common for all type of people.

### **5.1.3 Availing of the Scheme of Assistance**

In order to assess the extent of utilization of various services the respondents were asked to rank or list the services utilized by them. The efforts of these agencies will be successful when the various services offices by the promotional agencies are efficiently utilized by the women entrepreneurs

**TABLE 5.4 Distribution of Type of Services availed by Respondents**

<b>Type of Services</b>	<b>Number</b>	<b>Percentage</b>
Training	195	70.9%
Counseling	28	10%
Consultancy	35	12.72%
Trade Fairs	13	4.72%
Marketing	40	14.54%
Subsidy and	124	45%

Incentive		
Infrastructure Facilities	10	3.63%
Quality Upgradation	3	1.1%
Workshop/Seminar	12	4.36%
Entrepreneurial Guidance	25	9.1%

Some of the sample respondent availed more than one facility

The data in the above table reveals shows that training facility was the most striking one and was availed by majority of the respondents (70.9) percent. Second assistance used by the respondent is subsidies which constitutes (45.0 percent) of all the sample respondents. While 14.54 percent respondents chosen for marketing facility. 10 percent of them took entrepreneurial counseling from the promotional agencies. Again 9.1 percent took entrepreneurial guidance from the various agencies. 12.72 percent of the respondent took consultancy for preparing the business report, diversification and use of modern technology. There are some other services availed by the various women respondents like trade fairs, infrastructural facilities, quality up gradation, seminars/ workshops etc and comprised of 4.72 percent, 3.63 percent, 1.1 percent and 4.36 percent for the seminar.

It is realized that despite of the various schemes offered by these agencies for the development of women entrepreneurship, they are not able to take full advantage of these available schemes. Even the state support is also limited to financial assistance and training. Hence the entrepreneurial organization should try to understand that their job role is not only to distribute the assistance under different schemes rather they should motivate the potential entrepreneurs and help them in availing these different schemes offered by the government.

**TABLE 5.5 Association between Districts and Type of Development/Support Services**

Type of Development / Support Services	District				Total
	Baran	Bundi	Jhalawar	Kota	
Training	47	48	53	47	195
Financial	15	13	12	11	51
Other	8	6	8	7	29
Total	70	67	73	65	275

Pearson Chi-Square = 1.027, DF = 6, P-Value = 0.985

Statistics	DF	Value	Probab
Chi Square	6	1.027	0.985

The district wise analysis of the assistance availed by the women entrepreneurs are given as follows. Almost 70.9 percent of the total respondents among various districts have availed the training facility. And those women entrepreneurs who have taken or utilized financial assistance among various districts comprise of 51 percent and Vey few or nominal respondents have availed other services which includes 29 percent.

#### 5.1.4 Training Programme Attended

People who believe that entrepreneur are born. It is a fable. Entrepreneurs can be made by proper Training essential to inculcate the required attitude which are easily indentified in any successful business entrepreneur Other than these basics skills some other qualities are needed which can be developed through entrepreneurship development training programmes. Despite the fact that EDP are being conducted in the state, it is witnessed that these efforts are limited to some areas only and could not reach to large mass of people and remained confined to certain areas. The programmes offered by various agencies vary in different manner like in terms of duration, selection criteria, module content etc. However the methods of selecting the application are limited to screening and personal interviews.

**TABLE 5.6 Training Programmes Attended by the Respondent**

Women Entrepreneurs	Number	Percentage
No	80	29.1
Yes	195	70.9
Total	275	100.0

The data in the table 5.6 reveals that 70.9 percent of the respondents have attended the training programmes (EDP) conducted by various agencies. While (29.1percent) of the sample respondent have not attended any kind of training programmes. Though many

allowances or facilities are made available to help the women to become self employed but most of them are not aware about the incentives and they do not tend to keep themselves updated about the benefits or schemes of the Government.

### 5.1.5 Type of Training Programme Attended

The creation of the entrepreneurial opportunities for women entrepreneurs and the individual skills of the respondents towards those opportunities is equally important as most of the skills can be developed through proper training programmes. Therefore the Government agencies in Rajasthan organize training programmes for the women entrepreneurs to enable them to gain knowledge about business, develop business traits, and learn business skills for the business. An analysis of the type of training programme attended is being made in the given below.

**TABLE 5.7 Association between Districts and Type of Attended any training Program**

Type of Training Programme	District				Total
	BARAN	BUNDI	JHALAWAR	KOTA	
PMEGP	24	23	30	24	101
	51.1%	47.9%	56.6%	51.1%	51.8%
EDP	15	13	12	14	54
	31.9%	27.1%	22.6%	29.8%	27.7%
Skill Based Training	3	6	5	5	19
	6.4%	12.5%	9.4%	10.6%	9.7%
Vocational	5	6	6	4	21
	10.6%	12.5%	11.3%	8.5%	10.8%
Total	47	48	53	47	195
	100.0%	100.0%	100.0%	100.0%	100.0%

Null hypothesis is accepted

Statistics	DF	Value	Probability
Chi Square	9	2.592	0.978

The data in the table 5.7 illustrates that a significant percentage of the respondents (51.8 percent) have attended the PMEGP training. The reason for getting training under PMEGP was that these beneficiaries were selected under the PMEGP scheme of the Government for the disbursement of loan. It is a mandatory condition under PMEGP programme to undergo a training of almost two weeks before the grant of loan from the bank. It is also observed that

27.7 percent of the women have undergone training under EDP programme which is most important to become a successful entrepreneur. Skill based training was taken by 9.7 percent respondents and vocational participants include 10.8 percent of the total respondents. The above table also shows the district wise analysis of the type of training programme attended by the women. Non awareness about the benefits or their least caring attitude is a reason for not attending training programme. The result of the chi square shows that there is no significant difference in the type of training programme attended with respect to the district. Hence the null hypothesis is accepted.

### 5.1.6 Skills developed through Training

The tables below show the various skills developed by the women entrepreneurs through training programme. The skills developed through the various training programmes would enable the women to run the business smartly and face the constraints boldly. The following tables also show the comparison of the skills before and after the training programmes.

**TABLE 5.8 Comparison of Skill Development Parameters before Attending Training Program**

	District	N	Mean±SD	F	df	P value
<b>Communication</b>	Kota	65	2.32±.471	1.21	3	.306
	Baran	70	2.21±.413			
	Jhalawar	73	2.30±.462			
	Bundi	67	2.21±.410			
	Total	275	2.26±.440			
<b>Management</b>	Kota	65	2.80±.403	1.77	3	.153
	Baran	70	2.69±.468			
	Jhalawar	73	2.82±.385			
	Bundi	67	2.70±.461			
	Total	275	2.75±.432			
	Kota	65	2.22±.414	1.05	3	.369
	Baran	70	2.11±.526			
	Jhalawar	73	2.21±.407			

<b>Courage</b>	Bundi	67	2.10±.526			
	Total	275	2.16±.472			
<b>Independence</b>	Kota	65	2.29±.458	1.05	3	.369
	Baran	70	2.20±.403			
	Jhalawar	73	2.30±.462			
	Bundi	67	2.21±.410			
	Total	275	2.25±.434			
<b>Technical Knowledge</b>	Kota	65	2.80±.403	.008	3	.999
	Baran	70	2.80±.403			
	Jhalawar	73	2.79±.407			
	Bundi	67	2.79±.410			
	Total	275	2.80±.403			
<b>Marketing</b>	Kota	65	2.72±.625	.086	3	.967
	Baran	70	2.70±.462			
	Jhalawar	73	2.74±.602			
	Bundi	67	2.70±.461			
	Total	275	2.72±.540			
<b>Self Confidence</b>	Kota	65	2.31±.465	1.25	3	.289
	Baran	70	2.20±.403			
	Jhalawar	73	2.29±.456			
	Bundi	67	2.19±.398			
	Total	275	2.25±.432			
<b>LeaderShip</b>	Kota	65	2.29±.458	1.79	3	.148
	Baran	70	2.43±.498			
	Jhalawar	73	2.29±.456			
	Bundi	67	2.42±.497			
	Total	275	2.36±.480			
	Kota	65	2.80±.403	.985	3	.400



<b>Mobility</b>	Baran	70	2.71±.455			
	Jhalawar	73	2.79±.407			
	Bundi	67	2.70±.461			
	Total	275	2.75±.432			
<b>Self Reliant</b>	Kota	65	2.20±.403	1.13	3	.337
	Baran	70	2.30±.462			
	Jhalawar	73	2.21±.407			
	Bundi	67	2.30±.461			
	Total	275	2.25±.434			

The comparison of the mean score was done using One-Way ANOVA. The P value obtained was statistically not significant ( $P>0.05$ ), showing that the mean score of all the Skill development parameters before attending any training program are equal and comparable between the various districts.

**TABLE 5.9 Comparison of Skill Development Parameters after Training Program**

	<b>District</b>	<b>N</b>	<b>Mean±SD</b>	<b>F</b>	<b>df</b>	<b>P value</b>
<b>Communication</b>	Kota	65	1.91±.551	9.23	3	.000
	Baran	70	1.56±.500			
	Jhalawar	73	1.89±.567			
	Bundi	67	1.57±.499			
	Total	275	1.73±.554			
<b>Management</b>	Kota	65	2.51±.504	2.09	3	.102
	Baran	70	2.29±.801			
	Jhalawar	73	2.49±.503			
	Bundi	67	2.31±.802			
	Total	275	2.40±.673			
<b>Courage</b>	Kota	65	1.82±.391	6.64	3	.000
	Baran	70	1.53±.696			
	Jhalawar	73	1.82±.385			
	Bundi	67	1.51±.683			

	Total	275	1.67±.576			
<b>Independence</b>	Kota	65	1.71±.458	.731	3	.534
	Baran	70	1.60±.689			
	Jhalawar	73	1.71±.456			
	Bundi	67	1.61±.695			
	Total	275	1.66±.585			
<b>Technical Knowledge</b>	Kota	65	1.89±.687	5.56	3	.001
	Baran	70	1.61±.490			
	Jhalawar	73	1.89±.678			
	Bundi	67	1.58±.497			
	Total	275	1.75±.611			
<b>Marketing</b>	Kota	65	2.22±.739	17.4	3	.000
	Baran	70	1.70±.462			
	Jhalawar	73	2.25±.741			
	Bundi	67	1.69±.467			
	Total	275	1.96±.672			
<b>Self Confidence</b>	Kota	65	1.60±.657	2.53	3	.057
	Baran	70	1.39±.490			
	Jhalawar	73	1.58±.665			
	Bundi	67	1.40±.494			
	Total	275	1.49±.588			
<b>LeaderShip</b>	Kota	65	1.48±.503	2.66	3	.049
	Baran	70	1.30±.462			
	Jhalawar	73	1.47±.502			
	Bundi	67	1.31±.467			
	Total	275	1.39±.488			
<b>Mobility</b>	Kota	65	1.86±.704	.174	3	.914
	Baran	70	1.93±.547			
	Jhalawar	73	1.86±.694			
	Bundi	67	1.88±.537			
	Total	275	1.88±.623			

<b>Self Reliant</b>	Kota	65	1.48±.503	3.42	3	.018
	Baran	70	1.30±.462			
	Jhalawar	73	1.49±.503			
	Bundi	67	1.30±.461			
	Total	275	1.39±.489			

The comparison of the mean score was done using One-Way ANOVA. The P value obtained was statistically significant ( $P < 0.05$ ) for Communication, Courage, Technical Knowledge, Marketing, Leadership Self reliant, showing that the mean score of all these Skill development parameters after attending any training program are different.

**TABLE 5.10 Comparison of Mean value of Skill Development parameter before and after Training Program**

<b>Paired T Test</b>		<b>Mean±SD</b>	<b>t value</b>	<b>df</b>	<b>P value</b>
Pair 1	Communication_Pre	2.26±.440	14.685	274	.000
	Communication_Post	1.73±.554			
Pair 2	Management_Pre	2.75±.673	11.349	274	.000
	Management_Post	2.40±.673			
Pair 3	Courage_Pre	2.16±.472	13.994	274	.000
	Courage_Post	1.67±.576			
Pair 4	Independence_Pre	2.25±.434	17.114	274	.000
	Independence_Post	1.66±.585			
Pair 5	Technical Knowledge_Pre	2.80±.403	36.262	274	.000
	Technical Knowledge_Post	1.75±.611			
Pair 6	Marketing_Pre	2.72±.540	19.595	274	.000
	Marketing_Post	1.96±.672			
Pair 7	Self Confidence_Pre	2.25±.432	29.166	274	.000
	Self Confidence_Post	1.49±.588			
Pair 8	Leadership_Pre	2.36±.480	31.577	274	.000
	Leadership_Post	1.39±.488			
Pair 9	Mobility_Pre	2.75±.432	24.700	274	.000
	Mobility_Post	1.88±.623			
Pair 10	Self Reliant_Pre	2.25±.434	31.074	274	.000
	Self Reliant_Post	1.39±.489			

Whereas for parameters management, Independence, Self confidence and Mobility has no significant difference ( $P > 0.05$ ) equal and comparable between the various districts.

The above table shows the Mean value of score of before and after training program. As per mean score there was significant improvement in all the skill development parameters and

hence null hypothesis is rejected. (Mean value of before is more than after value as lower score is considered better and higher score is worse)

### 5.1.7 Business Performance Indicators

The table below illustrates the business performance indicators of the respondents before and after attending the training programmes.

**TABLE 5.11 Comparison of Business performance indicators before the training program**

	District	N	Mean±SD	df	f value	p value
Turnover	Kota	65	2.80±.403	3	.008	.999
	Baran	70	2.80±.403			
	Jhalawar	73	2.79±.407			
	Bundi	67	2.79±.410			
	Total	275	2.80±.403			
Value of capital asset	Kota	65	2.80±.403	3	1.104	.348
	Baran	70	2.69±.468			
	Jhalawar	73	2.79±.407			
	Bundi	67	2.73±.447			
	Total	275	2.75±.432			
Profitability	Kota	65	2.69±.465	3	.044	.988
	Baran	70	2.67±.473			
	Jhalawar	73	2.70±.462			
	Bundi	67	2.69±.467			
	Total	275	2.69±.464			
Customer Satisfaction	Kota	65	2.14±.556	3	.753	.521
	Baran	70	2.24±.600			
	Jhalawar	73	2.12±.551			
	Bundi	67	2.22±.599			
	Total	275	2.18±.576			

The comparison of the mean score was done using One-Way ANOVA. The P value obtained was statistically not significant ( $P>0.05$ ), showing that the mean score of all the Business

performance indicators before the training program are equal and comparable between the various districts.

**TABLE 5.12 Comparison of Business performance indicators after the training program**

<b>Turnover</b>					
<b>District</b>	<b>N</b>	<b>Mean±SD</b>	<b>df</b>	<b>f value</b>	<b>p value</b>
Kota	65	2.78±.414	3	.017	.997
Baran	70	2.80±.403			
Jhalawar	73	2.79±.407			
Bundi	67	2.79±.410			
Total	275	2.79±.406			
<b>Value of Capital Asset</b>					
<b>District</b>	<b>N</b>	<b>Mean±SD</b>	<b>Df</b>	<b>f value</b>	<b>p value</b>
Kota	65	2.83±.378	3	1.212	0.306
Baran	70	2.70±.462			
Jhalawar	73	2.78±.417			
Bundi	67	2.73±.447			
Total	275	2.76±.428			
<b>Profitability</b>					
<b>District</b>	<b>N</b>	<b>Mean±SD</b>	<b>Df</b>	<b>f value</b>	<b>p value</b>
Kota	65	2.72±.451	3	0.295	0.829
Baran	70	2.66±.478			
Jhalawar	73	2.68±.468			
Bundi	67	2.72±.454			
Total	275	2.69±.461			
<b>Customer Satisfaction</b>					
<b>District</b>	<b>N</b>	<b>Mean±SD</b>	<b>df</b>	<b>f value</b>	<b>p value</b>
Kota	65	2.11±.534	3	0.793	0.498

Baran	70	2.23±.618			
Jhalawar	73	2.12±.526			
Bundi	67	2.21±.565			
Total	275	2.17±.561			

The comparison of the mean score was done using One-Way ANOVA. The P value obtained was not statistically significant ( $P>0.05$ ) for Turnover, Value of capital assets, Profitability, Customer satisfaction, showing that the mean score of all these Business performance parameters after attending any training program are not different between the various districts.

**TABLE 5.13 Comparison of Skill Development parameter before and after Training Program**

		Mean±SD	t	df	p value
Pair 1	Turnover_Pre	2.80±.403	0.447	274	0.656
	Turnover_Post	2.79±.406			
Pair 2	Value of capital Asset_Pre	2.75±.432	0.706	274	0.481
	Value of capital Asset_Post	2.76±.428			
Pair 3	Profitability_Pre	2.69±.464	0.705	274	0.481
	Profitability_Post	2.69±.461			
Pair 4	Customer Satisfaction_Pre	2.18±.576	1.266	274	0.206
	Customer Satisfaction_Post	2.17±.561			

### 5.1.8 Response Regarding Training Programme

The table below shows the response of the respondents with respect to the training programme attended by them

**TABLE 5.14 Association between Districts and Response of Training Program Attended**

Response	Response Training				Total
	District				
	BARAN	BUNDI	JHALAWAR	KOTA	
Satisfied	96	106	97	101	140
	68.6%	76.1%	69.9%	72.3%	71.6%
Not Satisfied	22	16	22	18	55
	31.4%	23.9%	30.1%	27.7%	28.4%
Total	70	67	73	65	195
	100.0%	100.0%	100.0%	100.0%	100.0%

*Pearson Chi-Square = 1.114, df = 3, p value = 0.774*

The analysis in the table reveals that out of the total respondents who have attended the training programme in different districts. 71.6 percent of the respondents were satisfied with the training programme while 28.4 percent were not satisfied with the training programme attended by them. The reasons of dissatisfaction were out dated, inadequate and delay in reach, costly and inconsistency.

### 5.1.9 Loan Amount received from Various Financial Institutions

The table below shows the district wise comparison of the loan amount borrowed in different district by women entrepreneurs.

**TABLE 5.15 Comparison of Loan Amount Borrowed in different district**

One Way ANOVA

Loan Amount					
District	N	Mean	Std. Deviation	F	Sig.
Kota	56	58008.9286	17575.41958	0.117	0.950
Baran	58	57620.6897	16116.70985		
Jhalawar	69	59253.6232	14182.01616		
Bundi	61	58303.2787	17740.08613		
Total	244	58342.2131	16285.54046		

The ANOVA test is performed to compare whether there is any significant difference between the amounts availed with respect to different district. The results of the test show no significance difference between the amounts availed with respect to the different districts

### 5.1.10 Development made with the help of Government Agencies

The following table reveals the development made by the respondents with the help of Government Agencies.

**TABLE 5.16 Development made with Government Agencies**

Modernization	District	Total
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	<b>Baran</b>	<b>Bundi</b>	<b>Jhalawar</b>	<b>Kota</b>	
Low	10	8	21	19	58
	14.29%	11.94%	28.8%	29.2%	21.09%
Medium	35	32	37	33	137
	50.0%	47.76%	50.7%	50.8%	49.82%
High	25	27	15	13	80
	35.71%	40.3%	20.5%	20.0%	29.09%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Efficient Management</b>	<b>District</b>				<b>Total</b>
	<b>Baran</b>	<b>Bundi</b>	<b>Jhalawar</b>	<b>Kota</b>	
Medium	22	19	29	25	95
	31.4%	28.4%	39.7%	38.5%	34.5%
High	48	48	44	40	180
	68.6%	71.6%	60.3%	61.5%	65.5%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

<b>Diversification</b>	<b>District</b>				<b>Total</b>
	<b>Baran</b>	<b>Bundi</b>	<b>Jhalawar</b>	<b>Kota</b>	
Low	20	18	8	10	56
	28.5%	26.9%	10.96%	15.38%	20.36%
Medium	30	27	47	34	138
	42.9%	40.3%	64.38%	52.31%	50.18%
High	20	22	18	21	81
	28.57%	32.8%	24.66%	32.3%	29.45%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Increased in Production</b>	<b>District</b>				<b>Total</b>
	<b>Baran</b>	<b>Bundi</b>	<b>Jhalawar</b>	<b>Kota</b>	



Low	28 40.0%	25 37.3%	23 31.5%	19 29.2%	95 34.5%
Medium	42 60.0%	42 60.0%	50 68.5%	46 70.8%	180 65.5%
Total	70 100.0%	67 100.0%	73 100.0%	65 100.0%	275 100.0%
<b>Reduction in cost</b>	<b>District</b>				<b>Total</b>
	<b>Baran</b>	<b>Bundi</b>	<b>Jhalawar</b>	<b>Kota</b>	
Low	27 38.6%	26 38.8%	15 20.5%	12 18.5%	80 29.1%
Medium	43 61.4%	41 61.2%	58 79.5%	53 81.5%	195 70.9%
Total	70 100.0%	67 100.0%	73 100.0%	65 100.0%	275 100.0%
<b>Increased sales</b>	<b>District</b>				<b>Total</b>
	<b>Baran</b>	<b>Bundi</b>	<b>Jhalawar</b>	<b>Kota</b>	
Low	27 38.6%	26 38.8%	43 58.9%	39 60.0%	135 49.1%
Medium	43 61.4%	41 61.2%	30 41.1%	26 40.0%	140 50.9%
Total	70 100.0%	67 100.0%	73 100.0%	65 100.0%	275 100.0%
<b>Reduction in wastage</b>	<b>District</b>				<b>Total</b>
	<b>Baran</b>	<b>Bundi</b>	<b>Jhalawar</b>	<b>Kota</b>	
Low	21 30.0%	21 31.3%	22 30.1%	21 32.3%	85 30.9%
Medium	49 70.0%	46 68.7%	51 69.9%	44 67.7%	190 69.1%

Total	70 100.0%	67 100.0%	73 100.0%	65 100.0%	275 100.0%
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The table reveals that only a small percentage of the respondents had utilized the various types of assistance provided by the Governmental promotional agencies. The major developments made with the help of support institutions are at medium level in almost all type of assistance. Only few like modernization, efficient management and diversification showed some high grade of the facilities provided by the Government. Many of the respondents pointed out that the procedures for getting infrastructural facilities were very cumbersome and after moving pillar to post they depend on their own resources. Development made was low or medium in most of the cases because the procedures of availing the benefits were very rigid and cumbersome. So most of the women do not prefer to utilize much assistance and after overcoming their hurdles they prefer to use their own resources.

#### 5.1.11 Response Regarding General Service

The following table shows the response regarding the general services availed by the women entrepreneurs

**TABLE 5.17 District wise response regarding general services**

	District				Total
	BARAN	BUNDI	JHALAWAR	KOTA	
Dissatisfied	30	35	33	35	133
	42.90%	52.20%	45.20%	53.80%	48.40%
Satisfied	33	24	33	24	114
	47.10%	35.80%	45.20%	36.90%	41.50%
No Opinion	7	8	7	6	28
	10.00%	11.90%	9.60%	9.20%	10.20%
Total	70	67	73	65	275

	100.00%	100.00%	100.00%	100.00%	100.00%
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The analyses in the above table revealed that majority of the respondents (48.40) percent were not satisfied with the services provided the Government agencies and 41.50 percent were satisfied from the services offered by the government. Around 10.20 percent have not availed the benefit of the schemes as they were merely the registered units of DIC. The data further highlights that most of the women who were satisfied mentioned the reasons as cooperation from the officials, guidance, timely availability of information whereas dissatisfied respondents narrated the reasons as negative perception of the officers towards the women entrepreneurs, unnecessary delay in approval by calling them again and again, red tapism, no proper response, inadequate information etc.

## 5.2 ROLE PLAYED BY FINANCIAL INSTITUTIONS FOR THE

Response	Number	Percentage
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### DEVELOPMENT OF WOMEN ENTREPRENEURSHIP

Financial Institutions plays a key role in the development and promotion of Women Entrepreneurship as money is the prime input requirement for smooth operation and growth of any business. Banks and Other Financial Institutions provide loans for both short term and long term period. The arrangement of funds is still a matter of serious concern for the niche women entrepreneurs as they do not hold any property or security on their own name because most of them are not aware about the benefits being provided by these agencies or institutions. To avail these benefits one must possess good awareness about the financial institutions offering the benefits to women entrepreneurs. The following section is a detailed analysis of the role played by the supporting agencies in the development of women entrepreneurship in the state of Rajasthan.

#### 5.2.1 Awareness about Financial Institutions

The following table highlights the awareness of the sample respondents about the existence of the financial institutions in the state.

**TABLE 5.18 Extent of Awareness about Government Agencies**

Very High	78	28.4 %
High	45	16.4%
Moderate	44	16.0%
Low	28	10.2%
Nil	80	29.1%
Total	275	100.0%

The table shows that 29.1 percent of the women respondents have no idea or awareness about the financial institutions. 28.4 of the total sample respondents are fully aware, while 16.0 percent of them have some idea about these financial institutions, 10.2 percent have some idea but they have personally never availed any services from them. Rather 16.4 percent of them have good awareness about the institutions operating in the state.

**TABLE 5.19 Association between Districts and Awareness of Financial Institution**

Awareness of Financial Institutions	District				Total
	BARAN	BUNDI	JHALAWAR	KOTA	
1	25	18	19	16	78
	35.7%	26.9%	26.0%	24.6%	28.4%
2	13	12	9	11	45
	18.6%	17.9%	12.3%	16.9%	16.4%
3	9	10	16	9	44
	12.9%	14.9%	21.9%	13.8%	16.0%
4	2	8	9	9	28
	2.9%	11.9%	12.3%	13.8%	10.2%
5	21	19	20	20	80
	30.0%	28.4%	27.4%	30.8%	29.1%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Pearson Chi-Square = 10.408 , df = 12, p value = 0.580

### 5.2.2 Agencies Approached by Women Entrepreneurs

The following table shows the agencies approached by the women entrepreneurs

**TABLE 5.20 Agencies Approached by Women Entrepreneurs**

Agencies Approached	Number	Percentage
Public Sector Banks	205	74.5%
RFC	20	7.3%
Cooperative Bank	20	7.3%
RRB'S	16	5.8%
Private Sector Banks	14	5.1%

The analysis in the table very clearly shows that 74.5 percent of the respondents have availed loan facility from the various public sector banks. Most of them visited public sector banks to

Availing of	District	Total
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obtain loan under PMEGP scheme, working capital loan etc.7.3 percent of the respondents have contacted RFC for obtaining the loan. Similarly the same percentage of women has also approached the cooperative banks for availing loan. Around 5.8 percent have visited in RRB for taking the loans especially in the village areas. And lastly 5.1 percent have some contacts in private banks so they preferred to take loans from them rather than approaching any of the government institutions. The Policy makers and Financial Institutions need to introduce some female related financing offers to improvise the living standard of women and boost women start up in the state. Although no financier wants to invest in low earning projects or business. So it was very clearly visible that above women have some links or approach in banks.

**5.2.3 Availing of Assistance** The following table shows the district wise distribution of the women entrepreneurs with respect to the availing of assistance.

**TABLE 5.21 Availing of Assistance**

	BARAN	BUNDI	JHALAWAR	KOTA	
Financial Support	50	48	60	50	208
	71.4%	71.6%	82.2%	76.9%	75.6%
Development Support	6	7	1	0	14
	8.6%	10.4%	1.4%	0.0%	5.1%
All	2	6	8	6	22
	2.9%	9.0%	11.0%	9.2%	8.0%
Not Utilized Any	12	6	4	9	31
	17.1%	9.0%	5.5%	13.8%	11.3%

Statistics	DF	Value	Probability
Chi Square	9	19.798	0.19

The following data in the table discuss that 75.6 percent of the respondents had taken only financial assistance. While 5.1 percent of the respondents have utilized the development support services of the various government agencies. Nearly 8.0 percent people have not availed any kind of support from them. The reason can be that the respondents are not aware about these agencies. Even if some of the respondents are aware about these schemes and institutions, they are afraid to use these facilities because of the rigorous procedure lot of paper work involved in availing the benefits. The promotional agencies should make sure that they do not reject the application on silly grounds such as any avoidable or irrelevant reason.

#### 5.2.4 Sufficiency of Funds Borrowed

The tables below discuss the district wise association regarding the sufficiency of borrowed funds

**TABLE 5.22 Association between Districts and Sufficiency of Borrowed Fund**

Sufficiency of borrowed fund					
Fund	District				Total
	BARAN	BUNDI	JHALAWAR	KOTA	
0	12	6	4	9	31
	17.10%	9.00%	5.50%	13.80%	11.30%
20-40	8	14	9	10	41
	11.40%	20.90%	12.30%	15.40%	14.90%
40-60	24	15	22	12	73
	34.30%	22.40%	30.10%	18.50%	26.50%
60-80	20	27	37	29	113
	28.60%	40.30%	50.70%	44.60%	41.10%

80-90	6	5	1	5	17
	8.60%	7.50%	1.40%	7.70%	6.20%
Total	70	67	73	65	275
	100.00%	100.00%	100.00%	100.00%	100.00%

The analysis in the table shows that 11.30 percent of the sample respondents have not borrowed any fund. 14.9 percent of the women have borrowed funds between 20-40 percent. 26.5 percent have borrowed upto 40-60 percent. While 41.10 percent have obtained credit between 60-80 percent and around 6.20 percent respondents have borrowed more than 80-90 percent.

### 5.2.5 Problem faced while availing assistance

The respondents ranked the problems faced by them in availing the assistance under various schemes.

**TABLE 5.23 Problems faced while Availing Assistance**

#### Collateral Requirements \* District

	District				Total
	BARAN	BUNDI	JHALAWAR	KOTA	
<b>Strongly Disagree</b>	20	18	16	15	69
	28.6%	26.9%	21.9%	23.1%	25.1%
<b>Disagree</b>	7	8	6	6	27
	10.0%	11.9%	8.2%	9.2%	9.8%
<b>Agree</b>	30	27	29	25	111
	42.9%	40.3%	39.7%	38.5%	40.4%
<b>Strongly Agree</b>	13	14	22	19	68
	18.6%	20.9%	30.1%	29.2%	24.7%
<b>Total</b>	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Chi Square = 4.384, df = 9, P value = 0.884

#### Too much of paper work \* District

	District				Total
	BARAN	BUNDI	JHALAWAR	KOTA	
<b>Strongly Disagree</b>	10	7	7	8	32
	14.3%	10.4%	9.6%	12.3%	11.6%
<b>Disagree</b>	24	24	28	22	98
	34.3%	35.8%	38.4%	33.8%	35.6%
<b>Agree</b>	21	23	25	23	92
	30.0%	34.3%	34.2%	35.4%	33.5%
<b>Strongly Agree</b>	15	13	13	12	53
	21.4%	19.4%	17.8%	18.5%	19.3%
<b>Total</b>	70	67	73	65	275

	100.0%	100.0%	100.0%	100.0%	100.0%
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Chi Square = 1.662, df =9, P value = 0.996

**Inadequate disbursement \* District**

	District				Total
	BARAN	BUNDI	JHALAWAR	KOTA	
<b>Strongly Disagree</b>	19	23	29	24	95
	27.1%	34.3%	39.7%	36.9%	34.5%
<b>Disagree</b>	19	22	21	17	79
	27.1%	32.8%	28.8%	26.2%	28.7%
<b>Agree</b>	21	16	14	15	66
	30.0%	23.9%	19.2%	23.1%	24.0%
<b>Strongly Agree</b>	11	6	9	9	35
	15.7%	9.0%	12.3%	13.8%	12.7%
<b>Total</b>	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Chi Square = 5.483, df =9, P value = 0.790

**Requirement of audited financial statements \* District**

	District				Total
	BARAN	BUNDI	JHALAWAR	KOTA	
<b>Strongly Disagree</b>	10	7	7	8	32
	14.3%	10.4%	9.6%	12.3%	11.6%
<b>Disagree</b>	19	20	21	19	79
	27.1%	29.9%	28.8%	29.2%	28.7%
<b>Agree</b>	25	24	31	24	104
	35.7%	35.8%	42.5%	36.9%	37.8%
<b>Strongly Agree</b>	16	16	14	14	60
	22.9%	23.9%	19.2%	21.5%	21.8%
<b>Total</b>	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Chi Square = 1.872, df = 9, P value = 0.993

**High rates of interest \* District**

	District	Total
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	<b>BARAN</b>	<b>BUNDI</b>	<b>JHALAWAR</b>	<b>KOTA</b>	
<b>Strongly Disagree</b>	12	8	7	7	34
	17.1%	11.9%	9.6%	10.8%	12.4%
<b>Disagree</b>	18	20	21	17	76
	25.7%	29.9%	28.8%	26.2%	27.6%
<b>Agree</b>	24	25	28	27	104
	34.3%	37.3%	38.4%	41.5%	37.8%
<b>Strongly Agree</b>	16	14	17	14	61
	22.9%	20.9%	23.3%	21.5%	22.2%
<b>Total</b>	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Chi Square = 2.785, df = 9, P value = 0.972

#### High processing fee \* District

	<b>District</b>				<b>Total</b>
	<b>BARAN</b>	<b>BUNDI</b>	<b>JHALAWAR</b>	<b>KOTA</b>	
<b>Strongly Disagree</b>	18	13	13	13	57
	25.7%	19.4%	17.8%	20.0%	20.7%
<b>Disagree</b>	9	8	7	6	30
	12.9%	11.9%	9.6%	9.2%	10.9%
<b>Agree</b>	23	30	32	27	112
	32.9%	44.8%	43.8%	41.5%	40.7%
<b>Strongly Agree</b>	20	16	21	19	76
	28.6%	23.9%	28.8%	29.2%	27.6%
<b>Total</b>	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Chi Square = 3.782, df = 9, P value = 0.925

#### Cumbersome monitoring and recovery procedures \* District

	<b>District</b>				<b>Total</b>
	<b>BARAN</b>	<b>BUNDI</b>	<b>JHALAWAR</b>	<b>KOTA</b>	
<b>Strongly Disagree</b>	19	18	20	16	73
	27.1%	26.9%	27.4%	24.6%	26.5%

<b>Disagree</b>	32	25	30	19	106
	45.7%	37.3%	41.1%	29.2%	38.5%
<b>Agree</b>	10	14	10	15	49
	14.3%	20.9%	13.7%	23.1%	17.8%
<b>Strongly Agree</b>	9	10	13	15	47
	12.9%	14.9%	17.8%	23.1%	17.1%
<b>Total</b>	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Chi Square = 7.522, df =9, P value =0.583

#### **Lack of transparency of bankers \* District**

	<b>District</b>				<b>Total</b>
	<b>BARAN</b>	<b>BUNDI</b>	<b>JHALAWAR</b>	<b>KOTA</b>	
<b>Strongly Disagree</b>	11	8	8	8	35
	15.7%	11.9%	11.0%	12.3%	12.7%
<b>Disagree</b>	20	20	22	18	80
	28.6%	29.9%	30.1%	27.7%	29.1%
<b>Agree</b>	29	32	29	25	115
	41.4%	47.8%	39.7%	38.5%	41.8%
<b>Strongly Agree</b>	10	7	14	14	45
	14.3%	10.4%	19.2%	21.5%	16.4%
<b>Total</b>	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

Chi Square = 4.657, df = 9, P value = 0.863

It was analyzed from the table there was no significance difference found between the different district women entrepreneurs and the problems faced by them. The problems faced while availing assistance includes collateral security, lots of paper work, insufficiency of funds, high interest rate, processing charges, and biasness by the officers. Amongst them collateral facility was one of the major problem faced by women. The security issue faced by the women frustrates them. Since it is very difficult for the women of lower income group to deposits the collateral security. Another problem faced were too much paper work, insufficient loan disbursement etc. The rules and regulations have now become obsolete and outdated. And the women entrepreneurs do not maintain any financial records. However when the respondent visit the bank requesting loan the first thing which they are required to submit is audited financial statements. Even it was a very difficult task for the researcher to

collect the sales and profit related data from the women entrepreneurs as they do not maintain any proper records. All the details of daily sales and purchase were recorded in rough papers or copies. The problems further increase if the respondent was unmarried because the bank gets afraid of the recovery of loan in case the girl gets married.

### 5.2.6 Awareness about Financial Associations for Women Entrepreneur

Individual network provides support, social influence and explicit experience which is essential for a person to enter into entrepreneurship. The social contact provides different resources to entrepreneurs in the form of raw material and financial assistance like know how, experience, finance, ideas.

The respondents were asked that whether they have any awareness about the association meant for women entrepreneurs and it was found out that almost 54.9 percent of the entrepreneurs were not aware about the associations meant for women entrepreneurs and 45.1 percent women responded positively about the awareness of the associations meant for women entrepreneurs but they have the opinion that these associations does not make any extra efforts to solve the problems of the respondents especially in case if they are illiterate or less educated. There arise a strong need to take actions to make these associations popular among women by spreading the awareness about the ideas of these institutions and making the people aware about the good work done by them. The results of the study are very much similar to (Butner, Canadian Advisory Council 1991) where it was clarified that women are less prone to society and in building relationship and rely more on their husband for information and support than an outsider.

**TABLE 5.24 Association between Districts and Awareness of Financial Association**

Awareness of associations	District				Total
	BARAN	BUNDI	JHALAWAR	KOTA	
No	35	35	43	38	151
	50.0%	52.2%	58.9%	58.5%	54.9%

Yes	35	32	30	27	124
	50.0%	47.8%	41.1%	41.5%	45.1%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

**Pearson Chi-Square = 1.676, df = 3, p value = 0.642**

When the researcher approached the government agencies most of them were not ready to give the details means the separate data for women entrepreneurs. May be because in reality the enterprises were managed by male and just to receive the benefits these units are registered on the name of women and due to this the entrepreneurs never thought of joining any group.

### 5.2.7 Attitude of Women Entrepreneurs towards support organization

The respondents were asked to list down their opinion on 5 point rating scale viz strongly agree, agree, neutral, disagree, strongly disagree.

**TABLE 5.25 Attitude of Women Entrepreneurs towards Support Organization**

Too Much paper Work	District					Total
	Baran	Bundi	Jhalawar	Kota	Total	
Strongly Agree	34	31	37	32	134	Pearson Chi-Square = 20.959, df = 12, p value = .051 Non Significant
	48.6%	46.3%	50.7%	49.2%	48.7%	
Agree	14	12	15	14	55	
	20.0%	17.9%	20.5%	21.5%	20.0%	
Neutral	7	8	6	6	27	
	10.0%	11.9%	8.2%	9.2%	9.8%	
Disagree	7	8	15	13	43	
	10.0%	11.9%	20.5%	20.0%	15.6%	
Strongly Disagree	8	8	0	0	16	
	11.4%	11.9%	0.0%	0.0%	5.8%	
Total	70	67	73	65	275	

	100.0%	100.0%	100.0%	100.0%	100.0%	
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The above table shows the association between different districts and attitudes of women entrepreneurs towards support organization about too much paper work. No significant difference was found in level of attitude of women entrepreneurs belonging to different institutions about the above mentioned fact.

Support Agencies not Timely Support	District				Total	Pearson Chi-Square = 1.717, df = 12, p value = 1.000 Non Significant
	Baran	Bundi	Jhalawar	Kota		
Strongly Agree	22	24	22	19	87	
	31.4%	35.8%	30.1%	29.2%	31.6%	
Agree	24	24	29	25	102	
	34.3%	35.8%	39.7%	38.5%	37.1%	
Neutral	8	6	8	8	30	
	11.4%	9.0%	11.0%	12.3%	10.9%	
Disagree	8	7	8	7	30	
	11.4%	10.4%	11.0%	10.8%	10.9%	
Strongly Disagree	8	6	6	6	26	
	11.4%	9.0%	8.2%	9.2%	9.5%	
Total	70	67	73	65	275	
	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table shows the association between different districts and attitudes of women entrepreneurs towards support organization about timely support.No significant difference was found in level of attitude of women entrepreneurs belonging to different institutions about the above mentioned fact.

No coordination of Agencies	District				Total	Pearson Chi-Square = 9.850
	Baran	Bundi	Jhalawar	Kota		
Strongly Agree	12	12	22	19	65	
	17.1%	17.9%	30.1%	29.2%	23.6%	

Agree	26	28	29	25	108
	37.1%	41.8%	39.7%	38.5%	39.3%
Neutral	8	8	8	8	32
	11.4%	11.9%	11.0%	12.3%	11.6%
Disagree	16	13	8	7	44
	22.9%	19.4%	11.0%	10.8%	16.0%
Strongly Disagree	8	6	6	6	26
	11.4%	9.0%	8.2%	9.2%	9.5%
Total	70	67	73	65	275
	100.0%	100.0%	100.0%	100.0%	100.0%

The above table shows the association between different districts and attitudes of women entrepreneurs towards support organization about coordination of agencies. No significant difference was found in level of attitude of women entrepreneurs belonging to different institutions about the above mentioned fact.

Advertisement support agencies effective	District				Total	Pearson Chi-Square = 7.805 df = 12, p value = .800 Non Significant
	Baran	Bundi	Jhalawar	Kota		
Strongly Agree	8	6	6	6	26	
	11.4%	9.0%	8.2%	9.2%	9.5%	
Agree	8	7	16	15	46	
	11.4%	10.4%	21.9%	23.1%	16.7%	
Neutral	8	6	6	6	26	
	11.4%	9.0%	8.2%	9.2%	9.5%	
Disagree	26	26	23	19	94	
	37.1%	38.8%	31.5%	29.2%	34.2%	
Strongly Disagree	20	22	22	19	83	
	28.6%	32.8%	30.1%	29.2%	30.2%	
Total	70	67	73	65	275	
	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table shows the association between different districts and attitudes of women entrepreneurs towards support organization about effectiveness of advertising. No significant difference was found in level of attitude of women entrepreneurs belonging to different institutions about the above mentioned fact.

Less procedural formalities	District				Total	Pearson Chi-Square = 6.643, df = 12, p value = 0.880 Non Significant
	Baran	Bundi	Jhalawar	Kota		
Strongly Agree	8	6	7	6	27	
	11.4%	9.0%	9.6%	9.2%	9.8%	
Agree	8	7	15	13	43	
	11.4%	10.4%	20.5%	20.0%	15.6%	
Neutral	8	6	6	6	26	
	11.4%	9.0%	8.2%	9.2%	9.5%	
Disagree	26	28	30	26	110	
	37.1%	41.8%	41.1%	40.0%	40.0%	
Strongly Disagree	20	20	15	14	69	
	28.6%	29.9%	20.5%	21.5%	25.1%	
Total	70	67	73	65	275	
	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table shows the association between different districts and attitudes of women entrepreneurs towards support organization about procedural formalities. No significant difference was found in level of attitude of women entrepreneurs belonging to different institutions about the above mentioned fact.

Update information	District				Total	Pearson Chi-Square = 16.849, df = 12 p value = .155 Non Significant
	Baran	Bundi	Jhalawar	Kota		
Strongly Agree	6	6	7	6	25	
	8.6%	9.0%	9.6%	9.2%	9.1%	
Agree	12	12	13	12	49	
	17.1%	17.9%	17.8%	18.5%	17.8%	
Neutral	13	14	8	7	42	
	18.6%	20.9%	11.0%	10.8%	15.3%	

Disagree	16	13	30	27	86	
	22.9%	19.4%	41.1%	41.5%	31.3%	
Strongly Disagree	23	22	15	13	73	
	32.9%	32.8%	20.5%	20.0%	26.5%	
Total	70	67	73	65	275	
	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table shows the association between different districts and attitudes of women entrepreneurs towards support organization about providing updated information. No significant difference was found in level of attitude of women entrepreneurs belonging to different institutions about the above mentioned fact.

Behavior of staff not positive	District				Total	Pearson Chi-Square = 6.550 df = 12, p value = .886 Non Significant
	Baran	Bundi	Jhalawar	Kota		
Strongly Agree	8	7	8	8	31	
	11.4%	10.4%	11.0%	12.3%	11.3%	
Agree	7	8	16	14	45	
	10.0%	11.9%	21.9%	21.5%	16.4%	
Neutral	8	8	7	6	29	
	11.4%	11.9%	9.6%	9.2%	10.5%	
Disagree	21	20	20	18	79	
	30.0%	29.9%	27.4%	27.7%	28.7%	
Strongly Disagree	26	24	22	19	91	
	37.1%	35.8%	30.1%	29.2%	33.1%	
Total	70	67	73	65	275	
	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table shows the association between different districts and attitudes of women entrepreneurs towards support organization about staff behavior. No significant difference was found in level of attitude of women entrepreneurs belonging to different institutions about the above mentioned fact.

Assistance provided by Support	District	Total	
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Organizations	Baran	Bundi	Jhalawar	Kota		
Strongly Agree	8	8	0	0	16	Pearson Chi-Square = 34.332, df = 12 p value = .001 Significant
	11.4%	11.9%	0.0%	0.0%	5.8%	
Agree	7	8	15	13	43	
	10.0%	11.9%	20.5%	20.0%	15.6%	
	8	7	8	7	30	

Perception about	Source	Total	Result
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Neutral

	11.4%	10.4%	11.0%	10.8%	10.9%	
Disagree	34	30	22	19	105	
	48.6%	44.8%	30.1%	29.2%	38.2%	
Strongly Disagree	13	14	28	26	81	
	18.6%	20.9%	38.4%	40.0%	29.5%	
Total	70	67	73	65	275	
	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table shows the association between different districts and attitudes of women entrepreneurs about dependence of organization's success upon assistance provided by support agencies. A significant difference was found in level of attitude of women entrepreneurs belonging to different institutions about the above mentioned fact

### 5.2.8 Perception of the Officials of the Government Agencies

The following tables' analysis shows the perception of the officials of the Government Agencies and Financial Institutions with respect to the performance of Women Entrepreneurs. Fifteen Government and Bank officials were interviewed personally to enquire about their perception about the performance of women entrepreneurs.

**TABLE 5.26 Association between Financial Institutions and Perception of officers about project identification by entrepreneurs**

	<b>BANKS</b>	<b>Govt Agencies</b>		Chi Square = 0.07, df = 2 P value = 0.962
Low	2	2	4	
	28.6%	25.0%	26.7%	
Medium	3	4	7	
	42.9%	50.0%	46.7%	
High	2	2	4	
	28.6%	25.0%	26.7%	
Total	7	8	15	
	100.0%	100.0%	100.0%	

The above table shows the association between different financial institutions and their officers' perception about project identification by women entrepreneurs. No significant difference was found in perceptions of officers belonging to different institutions about the above mentioned fact.

**TABLE 5.27 Association between Financial Institutions and Perception of Officers After Training Performance of Entrepreneurs**

<b>Perception after Training</b>	<b>Source</b>		<b>Total</b>	<b>Result</b>
	<b>BANK</b>	<b>Govt. Ag</b>		
Low	2	2	4	
	28.6%	25.0%	26.7%	
Medium	2	2	4	
	28.6%	25.0%	26.7%	
High	3	4	7	
	42.9%	50.0%	46.7%	
Total	7	8	15	
	100.0%	100.0%	100.0%	

The above table shows the association between different financial institutions and their officers' perception about after training performance of women entrepreneurs. No significant difference was found in perceptions of officers belonging to different institutions about the above mentioned fact.

**TABLE 5.28 Association between Financial Institutions and Perception of officers about utilization of loan amount by entrepreneurs**

<b>Utilization of Loan Amount</b>	<b>Source</b>		<b>Total</b>	<b>Result</b>
	<b>BANK</b>	<b>Govt. Ag</b>		
Low	4	2	6	
	57.1%	25.0%	40.0%	
Medium	2	4	6	

	28.6%	50.0%	40.0%
High	1	2	3
	14.3%	25.0%	20.0%
Total	7	8	15
	100.0%	100.0%	100.0%

The above table shows the association between different financial institutions and their officers' perception about utilization of loan amount by women entrepreneurs. No significant difference was found in perceptions of officers belonging to different institutions about the above mentioned fact

**TABLE 5.29 Association between Financial Institutions and Perception of officers about Project preparation by entrepreneurs**

Project Preparation	Source		Total	Result
	BANK	Govt. Ag		
Low	2	2	4	Chi Square = 0.134, df = 2 P value = 0.935
	28.6%	25.0%	26.7%	
Medium	2	3	5	
	28.6%	37.5%	33.3%	
High	3	3	6	
	42.9%	37.5%	40.0%	
Total	7	8	15	
	100.0%	100.0%	100.0%	

The above table shows the association between different financial institutions and their officers' perception about project preparation by women entrepreneurs. No significant difference was found in perceptions of officers belonging to different institutions about the above mentioned fact.

**TABLE 5.30 Association between Financial Institutions and Perception of officers about Repayment of amount taken by entrepreneurs**

Repayment	Source		Total	Result
	BANK	Govt. Ag		
Low	4	3	7	Chi Square = 0.612, df = 2 P value = 0.736
	57.1%	37.5%	46.7%	
Medium	2	3	5	
	28.6%	37.5%	33.3%	
High	1	2	3	
	14.3%	25.0%	20.0%	
Total	7	8	15	
	100.0%	100.0%	100.0%	

The above table shows the association between different financial institutions and their officers' perception about repayment of amount taken by women entrepreneurs. No significant difference was found in perceptions of officers belonging to different institutions about the above mentioned fact.

**TABLE 5.31 Association between Financial Institutions and Perception of officers about Expansion of business by entrepreneurs**

Expanding	Source		Total	Result
	BANK	Govt. Ag		
Low	1	1	1	Chi Square = 2.085, df = 2 P value = 0.555
	14.3%	12.5%	6.7%	
Medium	3	3	6	
	42.9%	37.5%	40.0%	
High	3	4	7	
	42.9%	50.0%	46.7%	
Total	7	8	15	
	100.0%	100.0%	100.0%	

The above table shows the association between different financial institutions and their officers' perception about expansion of business by women entrepreneurs. No significant difference was found in perceptions of officers belonging to different institutions about the above mentioned fact.

**TABLE 5.32 Association between Financial Institutions and Perception of officers about Participation in training by entrepreneurs**

Participation	Source		Total	Result
	BANK	Govt. Ag		
Low	3	3	6	Chi Square = 0.077, df = 2 P value = 0.962
	42.9%	37.5%	40.0%	
Medium	3	4	7	
	42.9%	50.0%	46.7%	
High	1	1	2	
	14.3%	12.5%	13.3%	
Total	7	8	15	
	100.0%	100.0%	100.0%	

The above table shows the association between different financial institutions and their officers' perception about participation in training by women entrepreneurs. No significant

difference was found in perceptions of officers belonging to different institutions about the above mentioned fact.

**TABLE 5.33 Association between Financial Institutions and Perception of officers about Role of women entrepreneurs in business**

Role In Business	Source		Total	Result
	BANK	Govt. Ag		
Low	1	2	3	Chi Square = 1.607, df = 2 P value = 0.448
	14.3%	25.0%	20.0%	
Medium	4	2	6	
	57.1%	25.0%	40.0%	
High	2	4	6	
	28.6%	50.0%	40.0%	
Total	7	8	15	
	100.0%	100.0%	100.0%	

The above table shows the association between different financial institutions and their officers' perception about role of women entrepreneurs in business. No significant difference was found in perceptions of officers belonging to different institutions about the above mentioned fact.

**TABLE 5.34 Association between Financial Institutions and Perception of officers about utilization of other facilities by women entrepreneurs**

Other Facility	Source		Total	Result
	BANK	Govt. Ag		
Low	3	2	5	Chi Square = 0.536, df = 2 P value = 0.765
	42.9%	25.0%	33.3%	
Medium	2	3	5	
	28.6%	37.5%	33.3%	
High	2	3	5	
	28.6%	37.5%	33.3%	
Total	7	8	15	
	100.0%	100.0%	100.0%	

The above table shows the association between different financial institutions and their officers' perception about utilization of other facilities by women entrepreneurs. No significant difference was found in perceptions of officers belonging to different institutions about the above mentioned fact.

### 5.3 ENTREPRENEURSHIP SUCCESS INDEX

To measure the level of entrepreneurial success among the women entrepreneurs ESI Entrepreneurship Success Index was calculated as discussed below. After reviewing the literature and further discussion eight dimensions were made to conduct the study. These attributes were Profitability, Social Recognition, Sales Turnover, Consumer Satisfaction, Capacity utilization Level of satisfaction, Product or Brand Name and Employment Generation.

- Profitability- It is defined as the degree at which the entrepreneurs considered her enterprise as profitable
- Social Recognition- It is defined as the degree to which the entrepreneurs consider herself as a competent person
- Consumer Satisfaction- for the study is described as the degree of stability between consumer group and degree of appreciation and complaints received by the entrepreneur.
- Capacity Utilization- It is described as the extent to which one person utilizes the installed capacity.
- Diversification- It refers to the growth and expansion of any business.
- Product Name or Brand Recognition- It is defined as the identification of the product in terms of the enterprise, its product demand in the local, state and national market.
- Annual Turnover in the business activity.
- No of Employees in the business enterprise.

### 5.3.1 Profitability

It was decided to calculate the profit in terms of working results of past years. But the women were hesitated in providing the information, relating to their turnover and profit margin. The researcher found wide variations in the data collected from various sources. Most of the units are small in size and hence they do not maintain any proper records and in such cases a thorough investigation of various records was necessary.

**TABLE 5.35 Profitability-wise Distribution of Respondents**

<b>Profitability</b>	<b>Frequency</b>	<b>Percent</b>
Profit made	151	54.9
Profit not made	124	45.1

Total	275	100.0
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The above table shows that majority of the respondents i.e. 55% reported that they have made profits in their business while about 45% reported that they have still not made profits in their businesses.

### 5.3.2 Social Recognition

Personal identity of a person is highly dependent upon its recognition from the society. In case of women entrepreneurs it is critical factors that buoy up the women entrepreneurs to start their own business. The table analysis shows the extent to which the social recognition has an impact on the women entrepreneurs. This assessment has been made by comparing the social recognition before and after starting the enterprise.

**TABLE 5.36 Comparison of Social Recognition before and after starting the Business**

	<b>Social Recognition</b>	<b>Mean± SD</b>	<b>t value</b>	<b>df</b>	<b>P value</b>
Pair 1	Respect in family_Pre	3.20±.496	30.596	274	.000
	Respect in family_Post	1.88±.472			
Pair 2	Respect in society_Pre	4.18±.492	52.220	274	.000
	Respect in society_Post	2.15±.494			
Pair 3	In peer group_Pre	3.37±.694	40.994	274	.000
	In peer group_Post	1.43±.681			
Pair 4	D/M power_Pre	3.31±.564	40.671	274	.000
	D/M power_Post	1.88±.495			
Pair 5	Control over investment_Pre	3.31±.727	9.536	274	.000
	Control over investment_Post	2.61±.666			
Pair 6	Control over income_Pre	3.88±.659	45.665	274	.000
	Control over income_Post	1.82±.521			
Pair 7	Control over expenditure_Pre	4.73±.561	42.137	274	.000
	Control over expenditure_Post	2.66±.638			

Pair 8	Freedom of mobility_Pre	3.23±.619	24.262	274	.000
	Freedom of mobility_Post	1.83±.557			
Pair 9	Access to IT_Pre	4.18±.477	44.927	274	.000
	Access to IT_Post	2.27±.542			

Above table was made using T-test and it reveals that there is a significant impact of starting and running business on the social recognition of women. The results show that there is a positive influence of joining a business on their social status including their respect in society, decision making power, control over expenses and other related factors.

### 5.3.3 Capacity Utilization

Capacity utilization refers to the degree to which an enterprise utilizes its installed productive capacity. Basically it refers to the relationship between actual output and the potential output which could be produced if capacity was utilized optimally.

**TABLE 5.37 Distribution as per Utilization of installed capacity**

Capacity Utilization	Frequency	Percent
Below 40%	42	15.3
40%- 60%	96	34.9
Above 60%	137	49.8
Total	275	100.0

The above table shows that majority of the respondents i.e. about 50% have utilized more than 60% capacity of their plants. Only about 15% of respondents have utilized the capacity less than 40%.

### 5.3.4 Reasons for Under Utilization of installed capacity

The causes of underutilization of installed capacity are shortage of capital, stiff competition, less profit margin, lower demand of product, power shortage, inadequate marketing, labour problem. The women entrepreneurs were asked tell the causes responsible for under utilization

**TABLE 5.38 Descriptive Statistics of reason to under-utilization of capacity**



Causes	N	Mean	Std. Deviation
Shortage of working capital	275	1.25	.434
Stiff competition	275	1.92	.544
Low profit margin	275	1.79	.409
Low demand for the product	275	1.24	.430
Inadequate marketing	275	1.24	.430
Shortage of power	275	2.20	.403
Labour problem	275	1.88	.534
Distt. Code	275	2.5164	1.10188

**TABLE 5.39 Association between Districts and Shortage of working capital as a reason to under-utilization of capacity**

District	N	Mean Rank
Kota	65	131.00
Baran	70	146.71
Jhalawar	73	129.87
Bundi	67	144.54
Total	275	

Pearson Chi-Square 4.541, df = 3, p value = .209

The above table shows the association between different districts and women entrepreneurs' perception about Shortage of working capital as a reason to under-utilization of capacity. No significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact.

**TABLE 5.40 Association between Districts and Stiff competition as a reason to under-utilization of capacity**

District	N	Mean Rank
Kota	65	162.10
Baran	70	112.75
Jhalawar	73	163.76
Bundi	67	112.93
Total	275	

Pearson Chi-Square 41.983, df = 3, p value = .000

The above table shows the association between different districts and women entrepreneurs' perception about stiff competition as a reason to under-utilization of capacity. A significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact. Respondents belonging to Kota and Jhalawar district opined that stiff competition was one of the reasons that they could not utilize their plants' full capacity.

**TABLE 5.41 Association between Districts and Low profit margin as a reason to under-utilization of capacity**

District	N	Mean Rank
Kota	65	150.08
Baran	70	123.79
Jhalawar	73	151.93
Bundi	67	125.96
Total	275	

Pearson Chi-Square 15.045, df = 3, p value = .002

The above table shows the association between different districts and women entrepreneurs' perception about low profit margin as a reason to under-utilization of capacity. A significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact. Respondents belonging to Kota and Jhalawar district opined that low profit margin was also a reason that they could not utilize their plants' full capacity.

**TABLE 5.42 Association between Districts and Low demand for the product as a reason to under-utilization of capacity**

District	N	Mean Rank
Kota	65	144.69
Baran	70	132.00
Jhalawar	73	144.05
Bundi	67	131.18

Pearson Chi-Square 3.210, df = 3, p value = .360

The above table shows the association between different districts and women entrepreneurs' perception about low demand as a reason to under-utilization of capacity. No significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact.

**TABLE 5.43 Association between Districts and Inadequate marketing as a reason to under-utilization of capacity**

District	N	Mean Rank
Kota	65	144.69
Baran	70	132.00
Jhalawar	73	145.94
Bundi	67	129.13
Total	275	

Pearson Chi-Square 4.377, df = 3, p value = .223

The above table shows the association between different districts and women entrepreneurs' perception about inadequate marketing as a reason to under-utilization of capacity. No significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact.

**TABLE 5.44 Association between Districts and Shortage of power as a reason to under-utilization of capacity**

District	N	Mean Rank
Kota	65	137.50
Baran	70	137.50
Jhalawar	73	138.25
Bundi	67	138.73
Total	275	

Pearson Chi-Square .024, df = 3, p value = .999

The above table shows the association between different districts and women entrepreneurs' perception about shortage of power as a reason to under-utilization of capacity. No significant

difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact.

**TABLE 5.45 Association between Districts and Labour problem as a reason to under-utilization of capacity**

District	N	Mean Rank
Kota	65	150.60
Baran	70	124.06
Jhalawar	73	150.75
Bundi	67	126.45
Total	275	

Pearson Chi-Square 10.973, df = 3, p value = .012

The above table shows the association between different districts and women entrepreneurs' perception about labour problem as a reason to under-utilization of capacity. No significant difference was found in opinions of entrepreneurs belonging to different districts about the abovementioned fact.

### 5.3.5 Diversification

A successful entrepreneur is never satisfied by his or her present performance. He or She always strives to perform better by improving the existing conditions. To ensure this the investor reinvests a portion of profit earned in business for further propagation of the enterprise. The portion of profit reinvested is a measure of progress and success of any entrepreneur. The table below describes the diversification made by the respondents.

**TABLE 5.46 Diversification after commencement**

Diversification	Frequency	Percent
Made	96	34.9
Not made	179	65.1
Total	275	100.0

The above table shows that majority of the respondents i.e. about 65% had not made any diversification in production process after commencement. Only about 35% of respondents made some diversifications. The respondents have made the diversification in their business or added a new product line to their business. Majority of the respondent have expanded their

existing business by adding new unit in the current business. Some other chooses to experiment with their business by investing into new business line which will increase their profit margin.

### 5.3.6 Brand Recognition

Brand recognition means a brand is recognized by its brand features or communications. It is linked with what the owner receives from its product users and customers. The consumer compare the brand of similar products, looks for the similarities and makes the decision accordingly. The following tables discuss about the market for the products.

**TABLE 5.47 Market for the products**

Market	Frequency	Percent
Local	134	48.7
State	73	26.5
National	36	13.1
Export	32	11.6
<b>Total</b>	<b>275</b>	<b>100.0</b>

The above table shows that majority of the respondents i.e. about 50% had local markets for their products. About 26% entrepreneurs had state market, 13% had national market while only about 11% of respondents had export market for their products.

### 5.3.7 Number of Employees

The given table shows the number of persons employed by the women entrepreneurs in their business unit.

**TABLE 5.48 Number of Employees**

Number of Employees	Frequency	Percent
No employee	62	22.5
Less than 5	108	39.3
5-7	56	20.4
7-9	8	2.9
9-11	13	4.7
11-20	21	7.6
More than 20	7	2.5

The above table shows that majority of the respondents i.e. about 40% had less than 5 employees working in their business. About 22% entrepreneurs had no employee, 20% had 5-

7 employees while only about 2% of respondents had more than 20 employees. It is very commonly seen that females prefer to employ women on priority basis in their business enterprises. In case of men they prefer to hire people with the sound technical and marketing skills. The results are very much similar to the findings of past study by Kirsi and Firso. Kirsi mentioned that women are always associated with small scale business whereas Firso narrated that women owned enterprises generally prefer to have female employees than male counterparts.

### 5.3.8 Customer Satisfaction

Customer satisfaction is very important in the success of any business enterprise. It is a measure by which the company meets the needs and demands of the consumers. Customer satisfaction is defined as the percentage of total customers, their experience with the firm products and services and whether the firm is able to fulfill their demands satisfactorily. To evaluate this customer survey can be done which will help in increasing loyalty, improve brand name, generate more opportunities, and help the entrepreneurs to test new products in the market. So in our study customer satisfaction depends on the different perspectives which are stated below basically in terms of appreciation and complaints.

**TABLE 5.49 Association between Districts and Customer satisfaction towards Delivery**

District	N	Mean Rank
Kota	65	164.60
Baran	70	113.30
Jhalawar	73	161.68
Bundi	67	112.19
Total	275	

Pearson Chi-Square 55.904, df = 3, p value =0. 000

The above table shows the association between different districts and women entrepreneurs' perception about customer satisfaction towards delivery. A significant difference was found in the opinions of entrepreneurs belonging to different districts about their customer satisfaction towards delivery aspects. Respondents belonging to Kota and Jhalawar district opined that their customers were satisfied with delivery aspects of their business.

**TABLE 5.50 Association between Districts and Customer satisfaction towards Staff and service**

<b>District</b>	<b>N</b>	<b>Mean Rank</b>
Kota	65	141.45
Baran	70	131.54
Jhalawar	73	146.42
Bundi	67	132.23
Total	275	

Pearson Chi-Square 3.012, df = 3, p value = .390

The above table shows the association between different districts and women entrepreneurs' perception about customer satisfaction towards staff and service. No significant difference was found in the opinions of entrepreneurs belonging to different districts about their customer satisfaction towards staff and service.

**TABLE 5.51 Association between Districts and Customer satisfaction towards Price**

<b>District</b>	<b>N</b>	<b>Mean Rank</b>
Kota	65	142.82
Baran	70	135.30
Jhalawar	73	143.32
Bundi	67	130.34
Total	275	

Pearson Chi-Square 2.178, df = 3, p value = .536

The above table shows the association between different districts and women entrepreneurs' perception about customer satisfaction towards price. No significant difference was found in the opinions of entrepreneurs belonging to different districts about their customer satisfaction towards price.

**TABLE 5.52 Association between Districts and Customer complaints against product features**

<b>District</b>	<b>N</b>	<b>Mean Rank</b>
Kota	65	122.80
Baran	70	157.13
Jhalawar	73	120.76
Bundi	67	151.54

Total	275	122.80
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Pearson Chi-Square 14.419, df = 3, p value = .002

The above table shows the association between different districts and women entrepreneurs' perception about customer complaints against product features. A significant difference was found in opinions of entrepreneurs belonging to different districts about their customer complaints against product features. Respondents belonging to Baran and Bundi district opined that their customers had complaints against their product features.

**TABLE 5.53 Association between Districts and Customer complaints against Delivery**

District	N	Mean Rank
Kota	65	146.06
Baran	70	127.36
Jhalawar	73	147.71
Bundi	67	130.72
Total	275	

Pearson Chi-Square 6.27, df = 3, p value = .099

The above table shows the association between different districts and women entrepreneurs' perception about customer complaints against delivery. No significant difference was found in opinions of entrepreneurs belonging to different districts about their customer complaints against delivery.

**TABLE 5.54 Association between Districts and Customer complaints against Staff and Service**

District	N	Mean Rank
Kota	65	132.75
Baran	70	143.86
Jhalawar	73	132.03
Bundi	67	143.47
Total	275	

Pearson Chi-Square 1.924, df = 3, p value = .588



The above table shows the association between different districts and women entrepreneurs' perception about customer complaints against staff and service. No significant difference was found in opinions of entrepreneurs belonging to different districts about their customer complaints against staff and service

**TABLE 5.55 Association between Districts and Customer complaints against Price**

District	N	Mean Rank
Kota	65	132.59
Baran	70	142.70
Jhalawar	73	134.71
Bundi	67	141.92
Total	275	

Pearson Chi-Square 1.457, df = 3, p value = .692

The above table shows the association between different districts and women entrepreneurs' perception about customer complaints against price. No significant difference was found in opinions of entrepreneurs belonging to different districts about their customer complaints against price.

**Distribution of Success Rate**

Success Rate	Frequency	Percent
Excellent	10	3.6
Fair	168	61.1
Good	85	30.9
Low	12	4.4
Total	275	100.0

**Association between Age Group and Success Rate**

AgeGroup	Success Rate				Total
	Excellent	Fair	Good	Low	
>45	0	15	7	0	22

15-25	1	30	28	0	59
26-35	8	75	21	6	110
36-45	1	48	29	6	84
Total	10	168	85	12	275

Pearson Chi-Square = 24.988, df = 9, p value =0 .003

The above table shows the association between Age group and Success rate of entrepreneur. Chi square test was applied and found that there was significant association ( $p < .05$ ) between age group and success rate achieved. Entrepreneur above 45 years showing lower success rate as compare to young ones.

#### One Way ANOVA : Comparison of Mean Success rate score

Age	N	Mean±SD	df	f value	P value
15-25	59	30.102±2.820	3	1.63	0.182
26-35	110	29.118±3.007			
36-45	84	29.583±2.846			
>45	22	29.136±2.475			
Total	275	29.473±2.890			

The above table shows the comparison of mean success rate score of different age groups of entrepreneur. One way ANOVA test was applied and found that there was no significant difference in the mean values for any age group. ( $p > .05$ )

#### Association between Education Qualification and Success Rate

Ed. Qualification	Success Rate				Total
	Excellent	Fair	Good	Low	
Below SSLC	1	18	6	0	25
SSLC	0	30	12	0	42
Pre Degree/ plus two	0	49	15	6	70

Degree	0	37	30	6	73
Post Graduation	9	21	22	0	52
Technical	0	7	0	0	7
Professional	0	6	0	0	6
Total	10	168	85	12	275

Pearson Chi-Square = 66.471, df = 18, p value = 0.000

The above table shows the association between Education Qualification and Success rate of entrepreneur. Chi square test was applied and found that there was significant association ( $p < .05$ ) between education qualification and success rate achieved. Entrepreneur with Pre-degree, degree and post graduation showing higher success rate as compare to technical and professional.

**One Way ANOVA : Comparison of Mean Success rate score**

	N	Mean	Std. Deviation	Std. Error	df	f	p value
Below SSLC	25	29.2800	2.05183	.41037	6	8.971	.000
SSLC	42	29.3095	2.00594	.30952			
Pre Degree/ plus two	70	28.3143	2.13013	.25460			
Degree	73	29.3836	3.29827	.38603			
Post Graduation	52	31.7115	3.24996	.45069			
Technical	7	27.7143	.48795	.18443			
Professional	6	28.6667	.81650	.33333			
Total	275	29.4727	2.89004	.17428			

The above table shows the comparison of mean success rate score of different educations of entrepreneur. One way ANOVA test was applied and found that there was significant difference in the mean score values for different education groups. Post graduate entrepreneurs have significantly higher success rate score ( $p < .05$ )

### Association between Previous Experience and Success Rate

Experience	Success Rate				Total
	Excellent	Fair	Good	Low	
No	0	44	9	6	59
Manufacturing	0	37	8	6	51
Trading	0	28	14	0	42
Servicing	10	59	54	0	123
Total	10	168	85	12	275

Pearson Chi-Square 52.351, df = 9, p value = 0.000

The above table shows the association between Previous working experience and Success rate of entrepreneur. Chi square test was applied and found that there was significant association ( $p < .05$ ) between previous experience and success rate achieved. Entrepreneurs with Servicing business experience showing higher success rate as compare to technical and professional.

### One Way ANOVA : Comparison of Mean Success rate score

Experience	N	Mean	Std. Deviation	Std. Error	df	F	p value
No	59	28.0847	2.69922	.35141	3	18.395	0.000
Manufacturing	51	28.1765	2.24237	.31399			
Trading	42	29.3810	2.43904	.37635			
Servicing	123	30.7073	2.83922	.25600			
Total	275	29.4727	2.89004	.17428			

### Association between Conducted market study status and Success Rate

Conducted market study	Success Rate				Total
	Excellent	Fair	Good	Low	
Conducted	10	90	56	6	162
Not Conducted	0	78	29	6	113

Total	10	168	85	12	275
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Pearson Chi-Square 11.054, df = 3, p value =0.011

The above table shows the association between Market study status and Success rate of entrepreneur. Chi square test was applied and found that there was significant association ( $p < .05$ ) between market study conducted status and success rate achieved. Entrepreneur who have undergone market study survey are showing higher success rate.

#### Group Statistics

Conducted market study	N	Mean	Std. Deviation	T	Df	p value
Conducted	162	30.0247	3.0542	15.122	273	0.000
Not Conducted	113	28.6814	2.4395			

The above table shows the comparison of mean success rate score of different market study groups of entrepreneur. Student t test was applied and found that there was significant difference in the mean values of group. ( $p > .05$ )

#### Association between Nature of activity and Success Rate

Nature of activity	Success Rate				Total
	Excellent	Fair	Good	Low	
Agriculture	0	21	8	0	29
Beauty Parlour	0	25	8	0	33
Chemicals	0	8	0	0	8
Coir	0	11	8	0	19
Food Product	1	8	20	0	29
Garments	0	20	7	0	27
Handicraft	0	18	15	0	33
Miscellanoeous	0	19	1	12	32

Repair	1	24	10	0	35
Wood	8	14	8	0	30
	10	168	85	12	275

**Pearson Chi-Square = 181.088, df = 27, p value = 0.000**

The above table shows the association between Nature of activity and Success rate of entrepreneur. Chi square test was applied and found that there was significant association ( $p < .05$ ) between nature of activity and success rate achieved. Entrepreneurs with food product and wooden work showing higher number of excellent success rate as compare to technical and professional.

#### **Association between Availing of assistance and Success Rate**

Availing of assistance	Success Rate				Total
	Excellent	Fair	Good	Low	
Financial	8	128	63	9	208
Development	0	11	3	0	14
All	1	14	4	3	22
Not any	1	15	15	0	31
Total	10	168	85	12	275

Pearson Chi-Square = 13.097, df = 9, p value = 0.158

	N	Mean	Std. Deviation	df	F	p value
Financial	208	29.4038	2.95218	3	1.404	0.242
Development	14	29.0714	1.97929			
All	22	29.0455	2.95163			
Not any	31	30.4194	2.68048			
Total	275	29.4727	2.89004			

The above table shows the comparison of mean success rate score of different type of assistance availed by entrepreneur. One way ANOVA test was applied and found that there was no significant difference in the mean values for any group. ( $p > .05$ )

#### **Association between Training Program Attendance and Success Rate**

Attended any training program	Success Rate				Total
	Excellent	Fair	Good	Low	
No	10	60	41	6	117
Yes	0	108	44	6	158
Total	10	168	85	12	275

Pearson Chi-Square = 18.110, df = 3, p value = 0.000

The above table shows the association between Training program attended or not and Success rate of entrepreneur. Chi square test was applied and found that there was significant association ( $p < .05$ ) between training attended and success rate achieved. Entrepreneurs who attended any training program are showing higher success rate as compare to those who have not attended any training program.

#### Association between District and Success Rate

District	Success Rate				Total
	Excellent	Fair	Good	Low	
Baran	0	46	24	0	70
Bundi	0	38	23	6	67
Jhalawar	8	51	14	0	73
Kota	2	33	24	6	65
Total	10	168	85	12	275

Pearson Chi-Square = 35.838, df = 9, p value = 0.000

The above table shows the association between district and Success rate of entrepreneur. Chi square test was applied and found that there was significant association ( $p < .05$ ) between different district and success rate achieved.

#### One Way ANNOVA

	N	Mean	Std. Deviation	df	f	p value
Kota	65	29.8923	3.2409	3	1.111	0.345
Baran	70	29.2857	2.1612			
Jhalawar	73	29.6575	3.0240			
Bundi	67	29.0597	3.0345			
Total	275	29.4727	2.8900			

The above table shows the comparison of mean success rate score of different district of entrepreneur. One way ANOVA test was applied and found that there was no significant difference in the mean values for any district group. ( $p>.05$ )

### Reasons for Entrepreneurial Career

There are certain influential forces which affect the decision making pattern of an individual. These driving factors are either inherently rooted or cultivated by others. Motivation is the one important factor which insists people to work for their goals. So the women entrepreneurs were asked to mention those factors which pushed them to become entrepreneurs. External motivational factors are visible to play a vital role in the entrance of women into the business world. The following reasons are listed below in the table

**TABLE 5.56 Association between Reasons for entrepreneurial career and Success Rate**

Reasons for entrepreneurial career	Success Rate				Total
	Excellent	Fair	Good	Low	
Encouragement by Husband/parents /relatives	0	29	15	2	46
Out of compulsion	3	28	10	1	42
Interest/ inclination to do business	1	14	6	0	21
Demand for the product	1	19	11	0	31
Success of other units	1	13	5	1	20
Previous experience	1	17	9	2	29
Low capital requirement	1	24	13	3	41
Family business	0	9	4	2	15
Government incentives/ benefits	0	9	8	1	18
Effective utilization of time	2	6	4	0	12
<b>Total</b>	10	168	85	12	275



Pearson Chi-Square = 20.976, df =27, p value =0.787

The above table shows the association between Reason for entrepreneurial career and Success rate of entrepreneur. Chi square test was applied and found that there was no significant association ( $p>0.05$ ) between Reason for entrepreneurial career and success rate achieved. Entrepreneurs having encouragement from family, out of compulsion and low capital requirement showing higher success rate as compare to other reasons.

**One Way ANNOVA: Comparison of Mean Success rate score**

Reasons for entrepreneurial career	N	Mean	Std. Deviation	DF	F Value	P value
Encouragement by Husband/parents /relatives	46	29.0000	2.44949	9	0.776	0.639
Out of compulsion	42	29.5238	2.97336			
Interest/ inclination to do business	21	29.6190	2.92363			
Demand for the product	31	29.5484	2.57991			
Success of other units	20	29.6000	3.06766			
Previous experience	29	29.0345	3.35392			
Low capital requirement	41	29.4878	3.00934			
Family business	15	29.0000	3.58569			
Government incentives/ benefits	18	30.1111	2.29805			
Effective utilization of time	12	31.0833	3.02890			
<b>Total</b>	275	29.4727	2.89004			

The above table shows the comparison of mean success rate score of different **Reasons for entrepreneurial career**. One way ANOVA test was applied and found that there was no significant difference in the mean values for any group. ( $p>.05$ ).

As it is visible from the table that there were ten reasons responsible for entering into entrepreneurship. Compulsion was the most common amongst them which is covered under the push factors. However some believed that due to prior experience, less investment they have chosen entrepreneurship as a career option. Those entrepreneurs who choose it because of their interest come under the pull category. This category is the one who have a set goals for themselves in their life. Their lifestyle is high and different as compared to the lower

income group females. Some women choose entrepreneurship to improve their economic status. While some do it to fulfill their desires. Merely earning money is the reason for lower income group and vice versa. Here it is not the dreams that generally compel women to become entrepreneurs. They become entrepreneurs as a career to meet their family requirements because they do not have any other source of family income. Some do it because they fail in their in their regular job. In developing countries we can witness necessity entrepreneurship whereas in developed countries we can find opportunity entrepreneurship.

## **CHAPTER-6**

### **PROBLEMS FACED BY WOMEN ENTREPRENEURS**

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Large figures of women are choosing entrepreneurship into one or the other form. The thrust to carry entrepreneurship is mainly because of two reasons i.e due to their passion and due to certain compulsions as well. The Entrepreneurs play a key role in the economic growth of any country. The abilities, expertise, talent and knowledge to do something for their family are some of the reasons for becoming the entrepreneurs. The World Bank Report says that spending more in women business ventures minimize the inequality and poverty and leads to economic prosperity of nation. The Central Government has also launched number of schemes for the female entrepreneurs in the previous years. But at the same time the problems are also increasing with the opportunities rapidly. In India although women form a major part of the whole population but the society is still governed by male dominated traditions which forces women to be housewives. Most of them are either housewife, illiterate or educated with graduate degree but no prior experience of running a business which often restricts them to start their own business. The problems and obstacles faced by the women have ended in preventing and reticent the diversification of business enterprise. Therefore an attempt has been made in the below pages to inspect the several problems faced by the women in entrepreneurship and to suggest some suitable recommendations which will help them in setting matters properly and will thereby speed up the process of creation and promotion of women entrepreneurs.

#### **6.1 PROBLEMS FACED BY WOMEN ENTREPRENEURS**

Generally Women occupy a lower position in the society due to social barriers and implicit suppositions that women are feeble and irresolute. When they enter into entrepreneurial world they face several constraints which are faced by every individual in the initial phase. These problems are concerned with areas like socio personal, financial, marketing, technical, Marketing, Labour, Training, Production problems etc. Successful women entrepreneurs accept their problems as a challenge and face it instead of running away from it. Some women are not able to handle the pressure because of lack of family support, poor financial position etc. Hence this chapter proposes to identify and highlight the major problems faced by women entrepreneurs and to suggest some suitable measures, which will solve their problems and quicken the process of creation and promotion of women

**TABLE 6.1- Problems faced by the Women Entrepreneurs**

Problems	Number	Percentage
Financial Problems	174	63.3
Marketing Problem	152	55.3
Socio Personal Problem	126	45.8
Production Problem	54	19.6
Lab our Problem	69	25.1
Technical Problem	41	14.9

The following problems are discussed in detail below in this chapter-

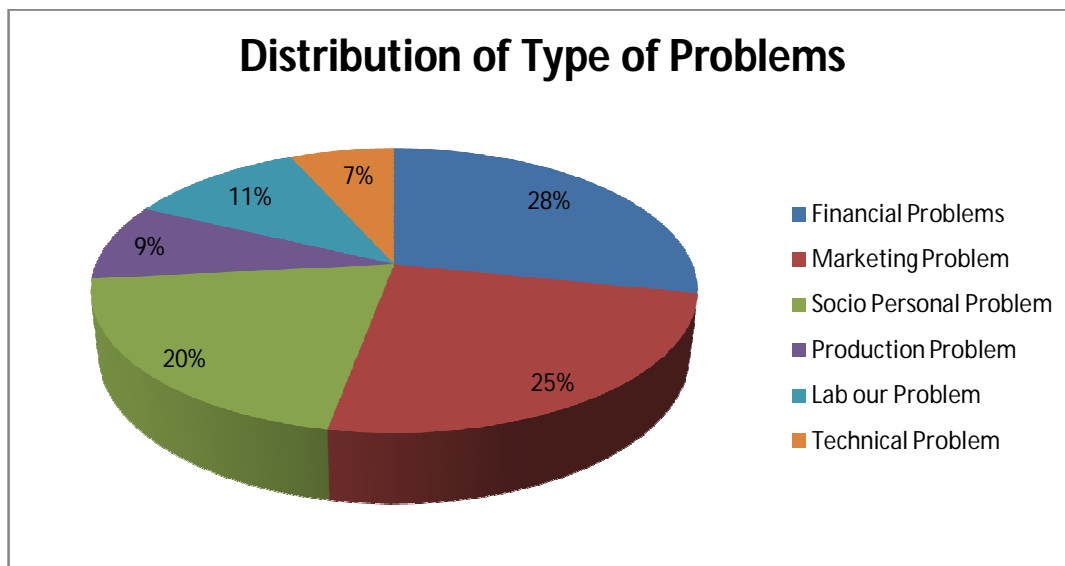


Chart 6.1: Pie Chart based on Distribution of types of Problems

### 6.1.1 Socio Personal Problems

One important factor that clearly demarcates the women entrepreneurs from male entrepreneurs is the additional responsibilities handled by women as wife, mother or daughter in law. The time consumed and the sentimental burden arising from the dual role creates hurdles in the conduct of smooth operation of business which is not there in case of male counterparts. The prevailing attitude of society that female priority is to take care of the family and children and to be available at home, family constraints also depart their ways from entering into entrepreneurship. Some of them want to set up their own venture but again marriage act as a constraint in their life.

**TABLE 6.2- Socio Personal Problems faced by the Women Entrepreneurs**

Socio Personal Problems	Number	Percentage
Dual Duties	84	30.5
Limited liberty to women	58	21.1
Resistance from husband/family	29	10.5
Negative attitude of labour	13	4.7
Negative attitude of society	44	16.0
Male dominance	12	4.4

Some respondents face more than one problem

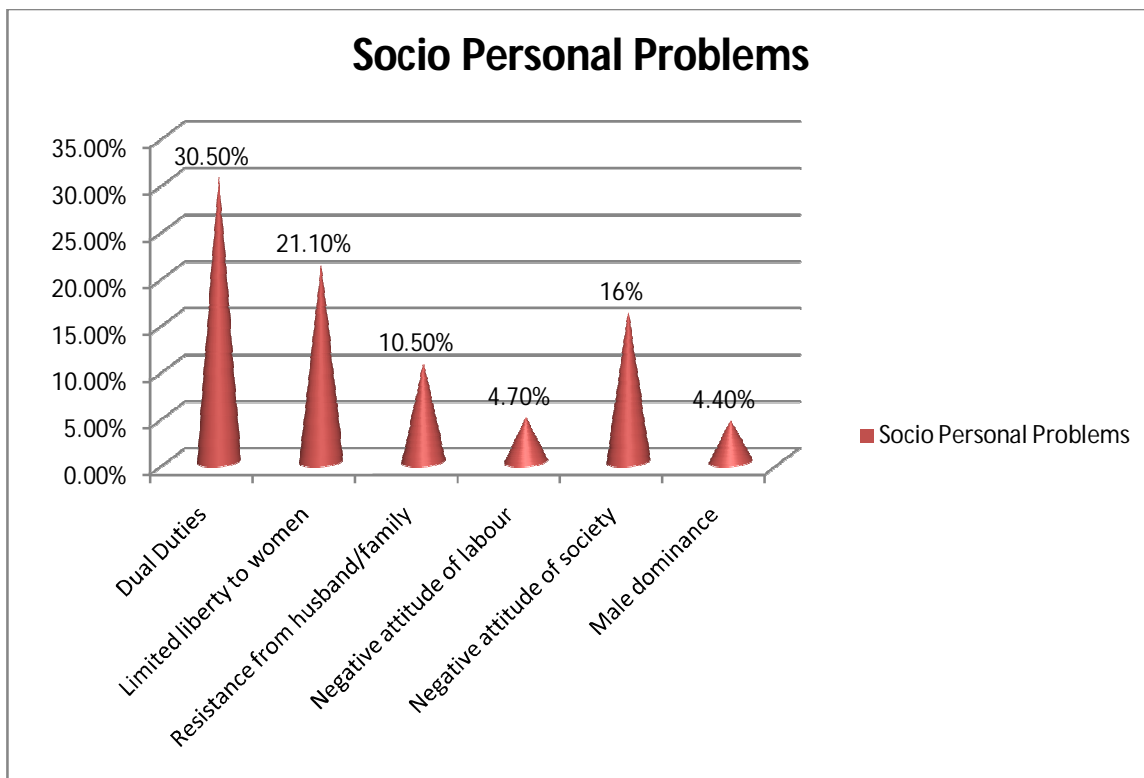


Chart 6.2: Graph on Socio Personal Problems

**TABLE 6.3- District Wise Association of Socio Personal Problems**

It is observed from the Table 6.2 that 30.5 percent of the entrepreneurs are carved in the

Socio Personal Problems	District				Total
	Baran	Bundi	Jhalawar	Kota	
Dual Problems	21	20	23	20	84
	30.0%	29.9%	31.5%	30.8%	30.5%
Limited Liberty to Women	13	14	16	15	58
	18.6%	20.9%	21.9%	23.1%	21.1%
Resistance from Husband	8	6	8	7	29
	11.4%	9.0%	11.0%	10.8%	10.5%
Negative attitude of labor	0	0	7	6	13
	0.0%	0.0%	9.6%	9.2%	4.7%
Negative attitude of society	16	12	8	8	44
	22.9%	17.9%	11.0%	12.3%	16.0%
Male Dominance	6	6	0	0	12
	8.6%	9.0%	0.0%	0.0%	4.4%

chains of dual responsibilities as they have to maintain balance between household and business chores. Despite Modernization our society is still a male patriarchal society where communication and interaction between male-females is still awkward and suspicion. So 21.1 percent of the women cited the problem of limited liberty to them. Cumbersome exercise involved in starting a business, negative attitude of the society towards the females often prevents the women to drop the idea of entrepreneurship. The women also expressed their concern towards the negative attitude of labour and the society also which is 4.7 and 16.0 percent respectively. Most (4.4) percent of the women entrepreneurs said the society is still a male dominated society as their unusual interference in the women business also affects the working of their business. The rest of the respondents (10.5) percent faced the problem of resistance from their husband and family members.

### 6.1.2 Marketing Problem

Women are generally poor in marketing their goods and finding customers. (Loyolo Joseph) Women are reliant on mediators for the outsourcing or marketing of their products beyond their local place. This brings down their profit margin although the quality of product is good. The rich people can promote their business or do the marketing through their own capital but poor need money to promote their business. Women are rarely allowed to go out in public

and sell their goods. So the skilled women workers are deprived from using their creative and entrepreneurial talent`.

**TABLE 6.4- Marketing Problem faced by Women Entrepreneurs**

Marketing Problem	Number	Percentage
High Competition	64	23.3
Exploitation by Middlemen	39	14.2
Low Mobility	44	16.0
High Cost of Advertising	39	14.2
Lack of Marketing Orientation	15	5.5
Fluctuation in Demand	29	10.5
Fluctuation in Prices	26	9.5

Some respondents have more than one problem

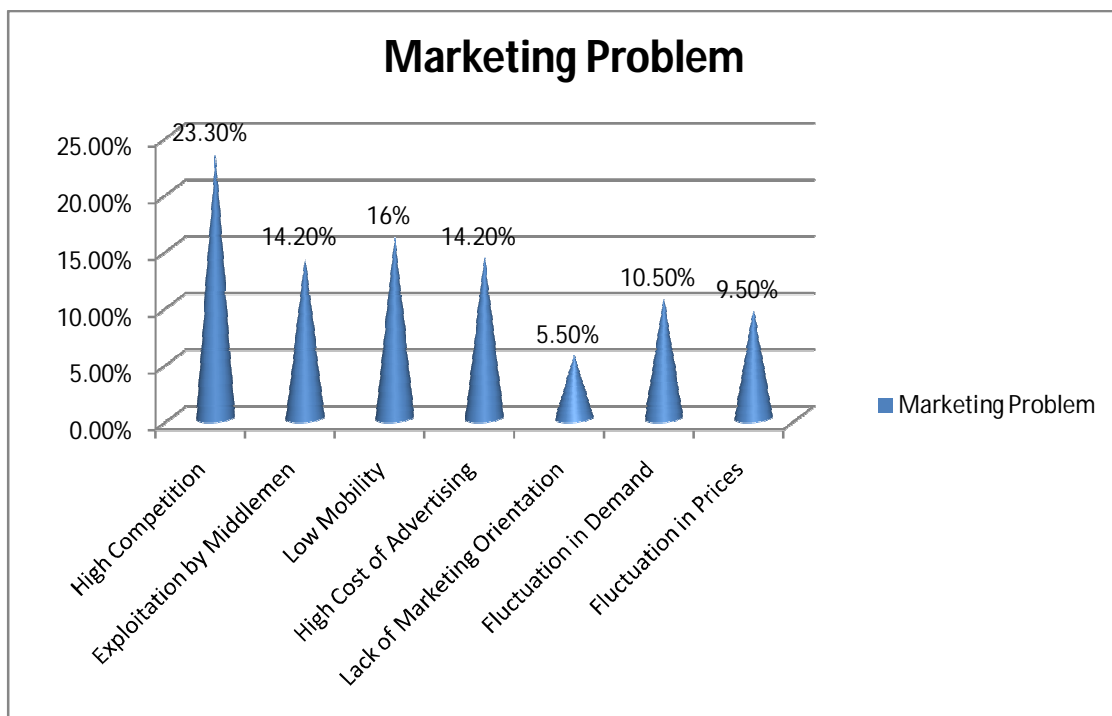


Chart 6.3: Graph on Marketing Problems

Table 6.4 inferred that stiff competition is the main problem faced by 23.3 percent of the women entrepreneurs. Low mobility comes out to be the second one ie 16.0 percent. More than 14 percent of the respondents feel exploited by the middlemen, High cost of advertising includes 10.5 percent, Market orientation 15 percent and fluctuation in demand and prices comprised of 10.5 and 9.5 percent respectively.

**TABLE 6.5- District wise Association of Marketing Problems**

Marketing Problems	District				Total
	BARAN	BUNDI	JHALAWAR	KOTA	
High Competition	12	12	22	18	64
	17.1%	17.9%	30.1%	27.7%	23.3%
Exploitation by Middlemen	7	8	8	6	29
	10.0%	11.9%	11.0%	9.2%	10.5%
Low Mobility	14	14	8	8	44
	20.0%	20.9%	11.0%	12.3%	16.0%
High Advertising Cost	8	6	13	12	39
	11.4%	9.0%	17.8%	18.5%	14.2%
Lack of Marketing Orientation	7	8	0	0	15
	10.0%	11.9%	0.0%	0.0%	5.5%
Fluctuation in Demand	8	8	7	6	29
	11.4%	11.9%	9.6%	9.2%	10.5%
Fluctuation in Prices	8	6	6	6	26
	11.4%	9.0%	8.2%	9.2%	9.5%

### 6.1.3 Financial Problems

As the women entrepreneurs of niche business enterprises starts well but somewhere below the line in meeting their day to day requirement they get aloof from the success route. When analysis made the reason came out to be is the finance mismanagement problem. Financial assistance and its feasibility is the most important focal point of any business preposition. The following table reveals the major financial problems suffered by the women entrepreneurs.

**TABLE 6.6- Financial Problems faced by the Women Entrepreneurs**

Financial Problems	Number	Percentage
Working capital requirement	105	38.2
Sales on credit	82	29.8
Lack of collateral security	65	23.6
Fear of taking loans	38	13.8
Lengthy procedure of loan	24	8.7



Reluctance of financial institutions to extend credit to women	27	9.8
Unawareness about the source of borrowing	15	5.5
Apprehensions of financial institutions for the recovery of the loans	42	15.3

Some respondents face more than one problem

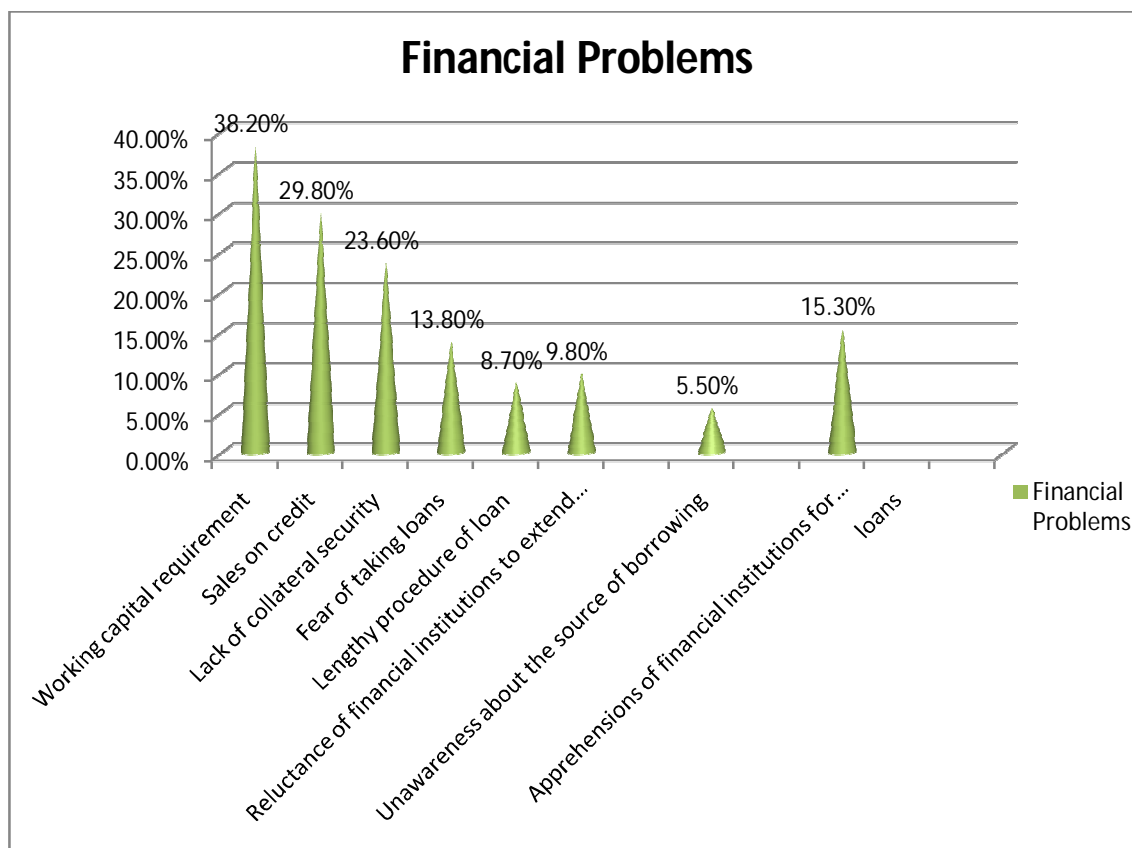


Chart 6.4: Graph on Financial Problems

**TABLE 6.7** District wise Association of Financial Problems

Financial Problems	District				Total
	BARAN	BUNDI	JHALAWAR	KOTA	
Limited Working Capital	21	20	34	30	105
	30.0%	29.9%	46.6%	46.2%	38.2%
Sales on Credit	14	12	30	26	82
	20.0%	17.9%	41.1%	40.0%	29.8%
Lack of Security	20	19	14	12	65
	28.6%	28.4%	19.2%	18.5%	23.6%
Fear of Loan	14	12	6	6	38
	20.0%	17.9%	8.2%	9.2%	13.8%

Lengthy Procedure	6	6	6	6	24
	8.6%	9.0%	8.2%	9.2%	8.7%
Reluctance	14	13	0	0	27
	20.0%	19.4%	0.0%	0.0%	9.8%
Apprehensions	13	14	8	7	42
	18.6%	20.9%	11.0%	10.8%	15.3%
Unawareness	0	0	8	7	15
	0.0%	0.0%	11.0%	10.8%	5.5%

Table 6.6 highlights the basic financial problem face by the women entrepreneur. Most of them (38.2 percent) said that they faced the problem of limited working capital, While 29.8 percent of them were not having enough sales or turnover to obtain credit, 23.6 percent of them were not having any collateral security. While 13.8 percent of respondents answered they feel afraid in taking loans from any institutions. Around 8.7 percent felt that the procedure of obtaining loans is very lengthy and time consuming, And 9.8 and 15.3 percent of the respondents faced the problem of Reluctance of financial institutions to extend credit to women and Apprehensions of financial institutions for the recovery of the Loans. And 15 percent of them were unaware about the source of borrowings.

#### 6.1.4 Production Problems

The production activity involves combination of number of factors. Some of them are in the control of entrepreneur and on some factors the entrepreneurs have less or no control. Lack of coordination or delay in the implementation of work can lead to production problems in the business.

**TABLE 6.8 Production Problem faced by the Women Entrepreneurs**

Production Problem	Number	Percentage
Inability to cope up with the technology	27	9.8
Inadequate availability of working area	27	9.8
Problem of Raw Material	30	10.9

Some respondents face more than one problem

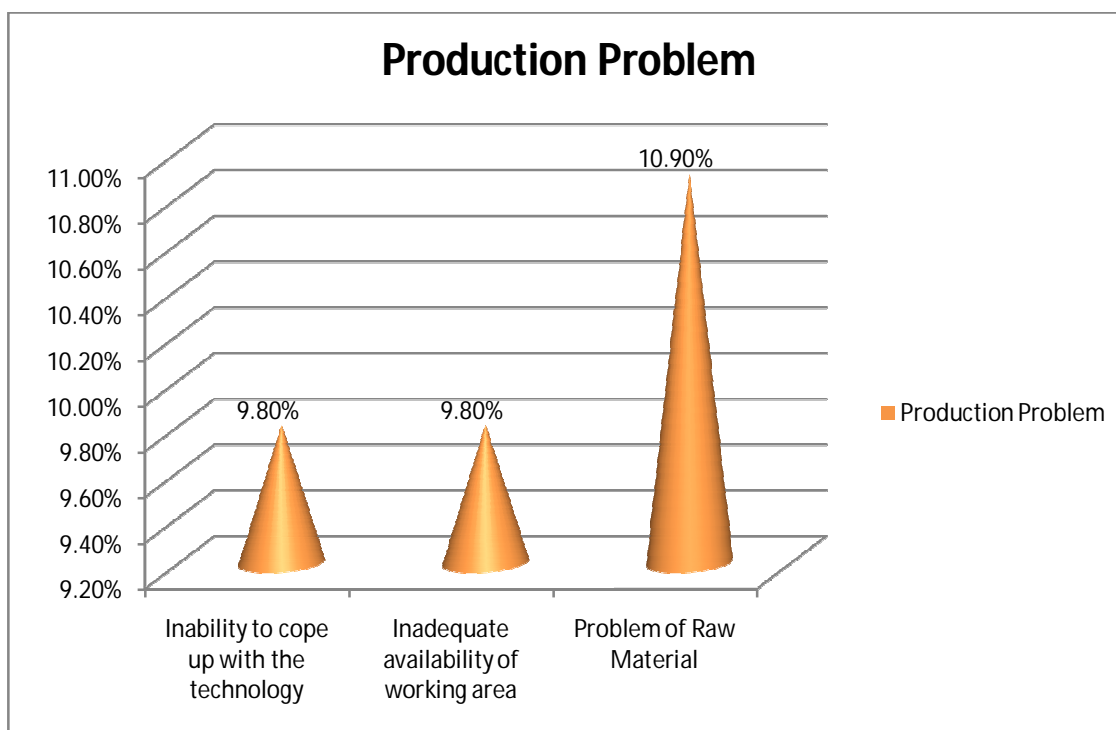


Chart 6.5: Graph on Production Problem

TABLE 6.9 District wise Distribution of Production Problem

Production Problems	District				Total
	Baran	Bundi	Jhalawar	Kota	
Inability to cope up with the technology	6	6	8	7	27
	8.6%	9.0%	11.0%	10.8%	9.8%
Inadequate working capital	7	8	6	6	27
	10.0%	11.9%	8.2%	9.2%	9.8%
Problem of raw material	7	8	8	7	30
	10.0%	11.9%	11.0%	10.8%	10.9%

The data in the table 6.8 shows that major problem faced by the women is to find a suitable place for their business unit. Around 27 percent of the entrepreneurs have suffered this problem. The government's perception although very beneficial at the macro level, does not turns into efficient action so far as allotments for sheds and plots are concerned. Another problem which most (27) percent of them are facing is the lack of knowledge or updated information about the available technology which ultimately is increasing their cost of production of goods and affects the profit margin also. Maximum women (10.9) percent are countering the problem of non availability of raw material on time which is hampering their production process.

### 6.1.5 Labour Problem

The women entrepreneurs in the state are facing labour problems. The women in the manufacturing sector face more labour problem and the loss in this sector is also very high as compared to other sectors of the economy.

**Table 6.10 Labour Problems faced by the Women Entrepreneurs**

Labour Problem	Number	Percentage
Non Availability of Skilled Labour	57	20.7
Absenteeism	27	9.8
Insufficiency of Labour	15	5.5
High Salary demand	12	4.4
High Turnover of Workers	14	5.1
Strained Labour Relations	15	5.5

Some respondents face more than one problem

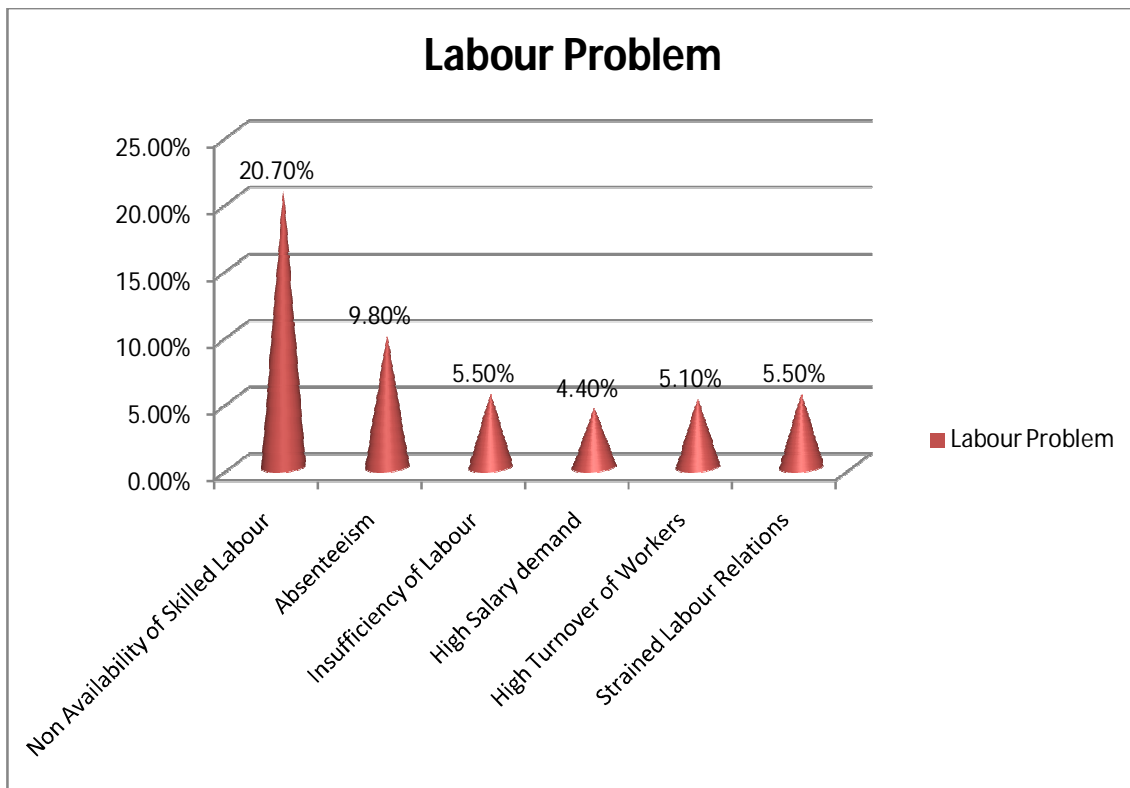


Chart 6.6: Graph on Labour Problem

**TABLE 6.11 District wise Association of Labour Problem**

Labour Problems	District				Total
	Baran	Bundi	Jhalawar	Kota	
Non availability of skilled labour	15	14	15	13	57
	21.4%	20.9%	20.5%	20.0%	20.7%
Absenteeism	8	6	7	6	27
	11.4%	9.0%	9.6%	9.2%	9.8%
Insufficiency of Labour	7	8	0	0	15
	10.0%	11.9%	0.0%	0.0%	5.5%
High Salary Demand	0	0	6	6	12
	0.0%	0.0%	8.2%	9.2%	4.4%
High Turnover of Workers	8	6	0	0	14
	11.4%	9.0%	0.0%	0.0%	5.1%
Strained Labour Relations	0	0	8	7	15
	0.0%	0.0%	11.0%	10.8%	5.5%

The table 6.10 in the above table inferred that Small scale industries suffer various loopholes. One of them is the non availability of the required skilled labour. Around 20.7 percent of the respondents are facing this problem. The availability of the skilled people and their recruitment itself is a major problem. Even if they find the skilled labour then also training them is a difficult task which requires lot of efforts and time. Many employees leave their job after receiving their training. 9.8 percent respondent faced the problem of absenteeism. Around 5.5 percent of women suffered the Insufficiency of labour. There are several other issues faced by the women in terms of hike in salary demand/wages, high turnover and strained relations with workers which includes 4.4, 5.1 and 5.5 percent respectively.

### 6.1.6 Technical Problems

**TABLE 6.12 Technical Problems faced by the Women Entrepreneurs**

Technical Problem	Number	Percentage
Difficulty in repair and maintenance	29	10.5
Lack of technical knowledge involved	12	4.4
Non Availability of modern technology	28	10.2
Lack of Specialized skills for specific work	16	5.8

Some respondents face more than one problem

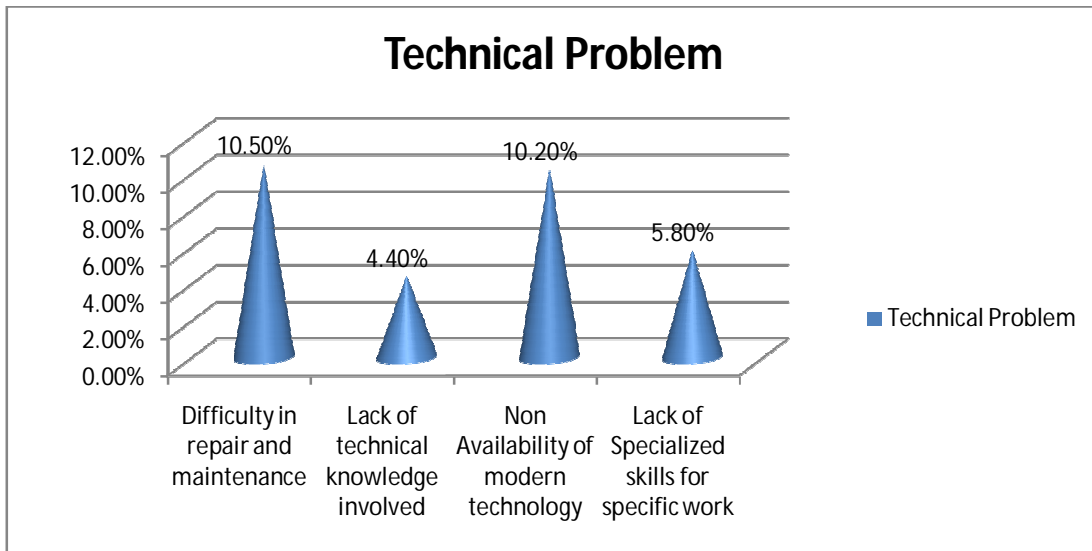


Chart 6.7 Graph on Technical Problem

**TABLE 6.13 District wise Association of Technical Problem**

Technical Problems	District				Total
	Baran	Bundi	Jhalawar	Kota	
Difficulty in repair and maintenance	8	8	7	6	29
	11.4%	11.9%	9.6%	9.2%	10.5%
Lack of technical knowledge involved	6	6	0	0	12
	8.6%	9.0%	0.0%	0.0%	4.4%
Non availability of modern technology	14	14	0	0	28
	20.0%	20.9%	0.0%	0.0%	10.2%
Lack of specialized skills for specific work	5	4	4	3	16
	7.1%	6.0%	5.5%	4.6%	5.8%

The data in the table 6.12 shows that 10.5 percent of the respondent face problem in repair and maintenance. 4.4 percent of the women entrepreneurs faced difficulty in acquiring technical skills. For this women must be educated to gain skills and knowledge in all fields. 10.2 percent of the respondent face difficulty in the availability of modern technology.

## 6.2 NATURE OF PROBLEM SOLVING

**Table 6.14 Nature of Problem Solving**

<b>Problems Solution</b>	<b>Number</b>	<b>Percentage</b>
By Yourself/Independently	65	23.6
With Husband Support	64	23.3
With Family Members	57	20.7
With Employees	30	10.9
With Experts	32	11.6
With Partners	30	10.9

Some respondents face more than one problem

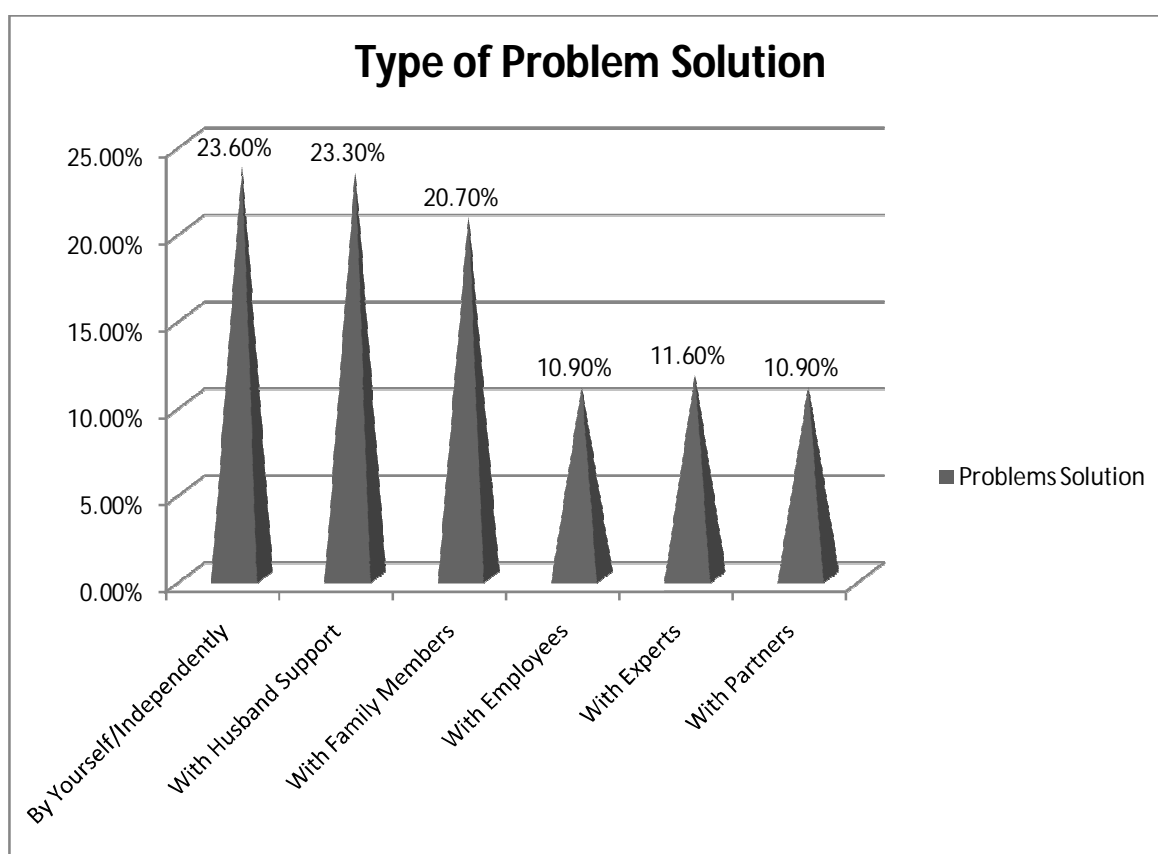


Chart 6.8 Graph on Type of Problem Solution

**TABLE 6.15 District wise Association of Problem Solution**

<b>Problems Solution</b>	<b>District</b>				<b>Total</b>
	<b>Baran</b>	<b>Bundi</b>	<b>Jhalawar</b>	<b>Kota</b>	
By yourself/independently	20	19	14	12	65
	28.6%	28.4%	19.2%	18.5%	23.6%

With husband support	14	12	20	18	64
	20.0%	17.9%	27.4%	27.7%	23.3%
With family members	13	14	16	14	57
	18.6%	20.9%	21.9%	21.5%	20.7%
With employees	7	8	8	7	30
	10.0%	11.9%	11.0%	10.8%	10.9%
With experts	8	8	8	8	32
	11.4%	11.9%	11.0%	12.3%	11.6%
With partners	7	8	8	7	30
	10.0%	11.9%	11.0%	10.8%	10.9%

The data in the table 6.14 shows the nature of problems solved by the women respondents. It is believed that most of the women entrepreneurs i.e. 23.6 percent of them solved their problems independently. Around 23.3 percent of the respondents take help from their husband in solving their problems. 20.7 percent of the respondents discuss their problem with their family members.

And then they together find suitable solutions for the problem. Only few women 30 percent and 32 percent rely on the experts view and the partners' opinion to solve their business problems.

### 6.3 OPINION REGARDING WOMEN ENTREPRENEURSHIP

**TABLE 6.16 Opinion Regarding Women Entrepreneurship**

Opinion	SA	A	D	SD
Right place for women is at home	69 (25.1)	27 (9.8)	111 (40.4)	68 (24.7)
Acquiring of technical knowhow is a problem for women	26 (9.5)	111 (40.4)	87 (31.6)	51 (18.5)
Management training is must for women entrepreneurs	105 (38.2)	90 (32.7)	54 (19.6)	26 (9.5)
Women entrepreneurs cannot survive without the help of husband/family members	26 (9.5)	87 (31.6)	104 (37.8)	58 (21.1)
Women become entrepreneurs due to economic compulsion	26 (9.5)	87 (31.6)	104 (37.8)	58 (21.1)
Ideal stage for women to take up entrepreneurial career is before marriage	54 (19.6)	29 (10.5)	112 (40.7)	80 (29.1)
Availing financial assistance from support system is a problem for women entrepreneurs	78 (28.4)	123 (44.7)	32 (11.6)	42 (15.3)
Women entrepreneurial career results in neglecting children , family and home	27 (9.8)	89 (32.4)	120 (43.6)	39 (14.2)



There should be Separate Support Agencies For women entrepreneurs	83 (30.2)	131 (47.6)	49 (17.8)	12 (4.4)
Supervision and control of labour is easy for women entrepreneur	26 (9.5)	152 (55.3)	64 (23.3)	33 (12.0)

**Right place for Women is at home-** Majority (40.4) percent of the Entrepreneur disagrees with the statement that Right place for Women is at home. 69 percent of the females have positive opinion towards this statement.68 percent respondent strongly disagree with the statement. Only 9.8 percent of the women agree with the statement.

**Acquiring technical knowhow is a problem for Women-** 40.4 percent of the respondents agrees with the statement.31.6 percent of the women disagree with the statement.18.5 percent strongly disagree with the statement. Only 9.5 percent agree that acquiring technical knowledge is a problem for women.

**Training is must for the Women Entrepreneurs-** 38.2 percent of the respondent strongly agree with the statement.32.7 percent of the respondent agree with the above statement.19.6 percent disagree with the statement. Only few respondents ie 9.5 percent strongly disagree with the statement.

**Women Entrepreneurs cannot survive without family support-** Around 37.8 percent entrepreneur disagree with the statement.31.6 of the respondents were in the favor of the above statement.21.1 percent respondents strongly raised their discontentment against this statement. 9.5 percent women were in strong favor of the above mentioned statement.

**Women became Entrepreneur due to family compulsion-** 37.8 percent female entrepreneur disagrees with the statement.31.6 percent of the respondent agree with the statement. Approximately 21.1 percent respondents strongly oppose the statement. 9.5 percent women strongly support the statement.

**Women should start their entrepreneurial career before marriage-** Majority of the respondents strongly disagree with the opinion of entering into entrepreneurship before marriage. 19.6 percent of the entrepreneurs strongly supported the argument. However 29.1 percent strongly give negative comment to the above statement and 10.1 percent spoke in favour of it.

**Availment of financial help from Support System is a problem-** Most of the respondent's .i.e. 44.7 per cent of them agree and 28.4 percent of them strongly responded positive towards this statement. And 15.3 per cent of the women disagree with this statement.

**Women Entrepreneurial career results in neglecting family-** 43.6 percent of the ladies rejects the statement and 14.2 percent of the respondent strongly disagree. Those who agree with this are 32.4 per cent of them agree with this statement.

**There should be separate support agencies for women entrepreneurs;** 47.6 percent of the sample women are of the opinion that there should be separate support agencies for women entrepreneurs. 17.8 per cent of them disagree with the sentence and 4.4 per cent of them strongly disagree with this opinion

**Supervision and control of labour is easy for women entrepreneur;** The per cent of respondents who accept this statement were 55.3 percent. And the respondents who disagree with the statement were 12.0 percent per cent.

## **CONCLUSION**

The study has helped us to get a clear understanding of the immense hurdles or barriers beard by the women entrepreneurs. These problems occur primarily due to the current trend of entrepreneurship and training programmes conducted for women entrepreneurs. However a fatal truth lies in the fact that the Entrepreneurship Development Programmes were mainly confined to some areas and that's too illogically. This generated a need to conduct the market survey in a systematic and planned manner and then provide entrepreneurship counsel. This can be made possible through far sight on the part of officials to identify the areas and plan the training schedule accordingly.

## CHAPTER-7

### FINDINGS, SUGGESTIONS AND CONCLUSION

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Women are undoubtedly inseparable element of the society with minimum authority and less privileges. They face several obstacles and hindrances in every chalk of their life. Since ancient times societies are doing their work without giving due importance to the women in the overall development of the society. For this purpose it is mandatory that the status of women should be improved. The role of women have been transformed significantly from a Devi to Deity and then to the working women. Several decades have passed away and today modern women are multitasking i.e. they are handling multiple responsibilities together. For Example- women maintain a balance between the domestic chores and the business work. But still there is a need to recognize them on equal footings in the male dominated era. The present study through its efforts highlighted the critical issues where the contribution and role of the women in the society and the economy have been examined through the women entrepreneurs of Kota Division of Rajasthan. It is opinioned that the participation of women entrepreneurs in the economy will reduce the burden of poverty from the economy, improve the living standard of people and add supplement to the income of the family. A proper assessment of the role of government agencies requires an understanding of the awareness level of women about the government agencies, socio economic background, motivational factors and problems faced by the women at individual stage and overall.

The study will further contribute to improve the participation of females in the economic activities. For carrying out the study a structured questionnaire has been formulated by the researcher including the several aspects to fulfill the objectives framed in the study. With the help of results it will be easy for the researcher to analyze the role and involvement of promotional measures undertaken by Government agencies for women entrepreneurship development in the state. This chapter outlines the structural summary of all the chapters written in the thesis and based on the analysis recommendations were made and scope for future research will be determined.

Further the results calculated are depicted in the form of Tables, Graphs and Figures in the former three chapters-4, 5 and 6. These chapters deals with the socio economic and business profile of the Women Entrepreneurs, The role of the promotional agencies in developing

Entrepreneurship in the State, Various Problems and Constraints faced by the Women Entrepreneurs. This last chapter is the recompilation of the analysis, findings and suggestions.

The specific objectives of the study are as follows:

- To analyze the role and involvement of government agencies in the development of women entrepreneurship.
- To study the awareness of women entrepreneur and analyze the reasons for the growth of women entrepreneur in Rajasthan.
- To explore the specific problems or constraints faced by women entrepreneur.
- To find out the motivational factors of women entrepreneurs in enterprise creation.
- To suggest suitable measures to overcome the problems faced by women entrepreneur and improving their performance.

For this purpose the researcher had personally met several women entrepreneurs and had also confab government officials associated with the various promotional agencies. The understanding or outlook gained from the above discussion the researcher came to the conclusion that the efforts taken by the promotional agencies are not effective in nurturing the women entrepreneurship in the state. For this purpose the researcher framed the following null hypothesis.

H<sub>0</sub>. The efforts taken by the government agencies are not effective for nurturing women entrepreneurship in the state of Rajasthan.

There is an internal link between the null hypothesis framed and the various objectives framed above by the researcher. The status of women in the state is not proportionate to the level of achievement on the economic front.

At the time of conducting the research the list of women entrepreneurs was obtained from the database maintained by the DIC and the Directorate of Industries. Only those units were selected for the study in which the women entrepreneurs have active participation or involvement in the business. Therefore to fulfill the above criteria random sample technique was used. Further the women entrepreneurs who registered their units on or before 31st March 2012 were selected for the study because every business needs at least 3 years operational period to overcome its initial troubles or problems.

The main decisive factor in selecting factors for the study are-

1. The women entrepreneurs who registered their units on or before 2012 were selected for the study.
2. Those business units which are currently in operation and contributing to the economic development were used as a sample size.
3. Care was taken that only registered units were selected as the sample units for the study.

Rigorous interviews were taken by the researcher personally over a period of Six months on the basis of the questionnaire annexed with the thesis. The collection of data was very tedious job as the list we received from DIC and Directorate of Industries did not match with the existing women entrepreneurs. So the units which were not working anymore or shut or merely registered in papers were excluded from the list of respondents. The promotional agencies from where the sample women entrepreneurs have availed themselves various assistances have been selected for the study.

The researcher has also personally interviewed 15 Government officials from where the list of the respondents was obtained. Again for this purpose a structured questionnaire was prepared to study the perception of government agencies and financial institutions officers about the performance of women entrepreneurs owned business enterprises.

This chapter further provides the major findings of this study. Furthermore, this chapter also discusses the conclusions drawn followed by the recommendations and propositions for the future research.

## **7.1 FINDINGS**

### **7.1.1 To analyze the role and involvement of government agencies in the development of women entrepreneurship**

To overcome the basic problems and constraints faced by women entrepreneurs several Government and Non Government are providing various services in form of providing training, subsidies, incentives, raw material, land allotment etc. However the women are not able to take its complete advantage due to unawareness about the same. The major portion of the benefits remained unutilized by the entrepreneurs. Very few women were able to contact and approach the agencies. The findings of the results are as follows

1. A significant impact of starting and running business was found on the social recognition of women. The results show that there is a positive influence of joining a business on their social status including their respect in society, decision making power, control over expenses and other related factors.
2. A significant difference was seen in mean score of Bundi and Baran as compared to Kota and Jhalawar, showing that the mean Respect in society was more in Baran and Bundi district.
3. No significant difference was seen in mean scores of different districts regarding social recognition in peer group after starting business, showing that the mean Respect in Peer Group was comparable between each of the pairs which means there was an equal improvement in social recognition of entrepreneurs in all districts.
4. A statistically significant difference was seen in mean score of Decision Making Power of entrepreneurs among the various districts, showing that mean score of decision making power of Kota and Jhalawar district was higher whereas lower for Bundi and Baran district.
5. A statistically significant difference was seen in mean score of Access to Information Technology after starting business among the various districts, showing that it was significantly higher in Kota and Jhalawar as compared to Baran and Bundi district.
6. A significant difference was found in the opinions of entrepreneurs belonging to different districts about customer satisfaction towards delivery aspects. Respondents belonging to Kota and Jhalawar district opined that their customers were satisfied with delivery aspects of their business.
7. No significant difference was found in the opinions of entrepreneurs belonging to different districts about customer satisfaction towards product features, staff and service, and price.
8. A significant difference was found in opinions of entrepreneurs belonging to different districts about customer complaints against product features. Respondents belonging to Baran and Bundi district opined that their customers had complaints against their product features.
9. No significant difference was found in opinions of entrepreneurs belonging to different districts about their customer complaints against delivery, staff and service, and price.
10. No significant difference was found in opinions of entrepreneurs belonging to different districts about shortage of working capital, low demand, inadequate

marketing, shortage of power, and labour problem as reasons to under-utilization of capacity.

11. A significant difference was found in opinions of entrepreneurs belonging to different districts about stiff competition and low profit margin as reasons to under-utilization of capacity.
12. No significant difference was found in opinions of entrepreneurs belonging to different districts about discounts, credit sales, personal selling, quality control, advertising, product differentiation, word of mouth, and store display as tools of Marketing & Promotional Strategy.
13. The mean score of all the Skill development parameters before attending any training program are equal and no significant difference was found in respondents' opinion among various districts.
14. The mean score of Skill development parameters like, Communication, Courage, Technical Knowledge, Marketing, Leadership, and Self reliance after attending any training program are different whereas for parameters like, Management, Independence, Self confidence and Mobility no significant difference was found in the opinions of entrepreneurs among various districts.
15. As per mean score of before and after training program, there was a significant improvement in all the skill development parameters and hence null hypothesis is rejected.
16. The comparison of the mean score was done using One-Way ANOVA. The P value obtained was not statistically significant ( $P > 0.05$ ) for Turnover, Value of capital assets, Profitability, Customer satisfaction, showing that the mean score of all these Business performance parameters after attending any training program are not different between the various districts.
17. As per the mean score of business performance indicators before and after attending training programme there was no significant difference found in the business performance indicator hence the null hypothesis is accepted.
18. The major developments made with the help of support institutions were at medium level through almost all type of assistance. Only few like modernization, efficient management and diversification showed high grade of facilities provided by the Government. Many of the respondents pointed out that the procedures for getting infrastructural facilities were very cumbersome and after moving pillar to post they depend on their own resources.

19. 75.6 percent of the respondents had taken only financial assistance. While 5.1 percent of the respondents have utilized the development support services of the various government agencies. Nearly 8.0 percent people have not availed any kind of support from them.
20. No significance difference between the amounts availed with respect to the different districts.

### **7.1.2 To study the awareness of women entrepreneur and analyze the reasons for the growth of women entrepreneur in Rajasthan**

- The district wise calculation was done to study the awareness of women entrepreneurs about the government agencies was analyzed Most of the respondents said that they are not aware about the government agencies meant for supporting the entrepreneurs. Some admitted that they have some idea about the Government agencies and financial institutions working in the state. They also shared their opinion they in spite having some awareness they are not fully familiar with the kind and nature of services offered by these agencies.

#### Entrepreneurship Success Index

1. The association between Age group and Success rate of entrepreneur was calculated and it was found that there was significant association between age group and success rate achieved. Entrepreneurs above 45 years showing lower success rate as compare to young ones.
2. The association between Education Qualification and Success rate of entrepreneur was calculated and it was found that there was significant association between education qualification and success rate achieved. Entrepreneur with Pre-degree, degree and post graduation showed higher success rate as compared to technical and professional degrees.
3. The association between previous working experience and Success rate of entrepreneur was calculated and it was found that there was significant association between previous experience and success rate achieved. Entrepreneurs with servicing business experience showed higher success rate as compared to technical and professional.
4. The association between Market study status and Success rate of entrepreneur was calculated and it was found that there was significant association between market



studies conducted status and success rate achieved. Entrepreneur who had undergone market study survey were showing higher success rate.

5. The association between Nature of activity and Success rate of entrepreneur was calculated and it was found that there was a significant association between Nature of activity and success rate achieved. Entrepreneurs with food product and tailoring work showing excellent success rate as compared to other types.
6. The association between Training program attended or not and Success rate of entrepreneur was calculated and it was found that there was significant association between training attended and success rate achieved. Entrepreneurs who attended any training program were showing higher success rate as compared to those who had not attended any training program.
7. The association between Reason for entrepreneurial career and Success rate of entrepreneur was calculated and it was found that there was no significant association between Reason for entrepreneurial career and success rate achieved. Entrepreneurs who had encouragement from family, out of compulsion and low capital requirement showed higher success rate as compared to other reasons.

### **Perception of the Officials of the Government Agencies**

To study the perception of the Government agencies officials regarding the performance of women entrepreneurs, the Government officials were interviewed personally and it was found out that No significant difference was found in the perception of the women entrepreneurs with respect to project identification, project preparation, performance after training, utilization of the loan amount, other facilities, Repayment of the loan taken, Expansion of Business and Role of women in the business. Most of the officers are of the opinion that the women always keep their family on the top in terms of priority. And it is not possible for them to give more time to their business by ignoring their family. However the bank officials rejected the belief that the females are not aware about the funding schemes of the banks meant for them. They said that today media like television, newspapers and radio plays an important role in communicating the government schemes to the people meant for them. They claimed that they publish everything in the newspapers on timely basis. But the women are not interested in keeping their footstep out of their houses and knowing what is going around them, the changing culture of the outside world which is the biggest factor in proving them unsuccessful.

It was figured out that when the women apply for loan in the agencies, most of the organizations are concerned about the repayment of their loan. A guarantee or collateral security is needed for the availing the loan. Most of the females are regular in payment of their installments. The government officials narrated that they made a follow up in the form of survey but the time period of follow up is not fixed or regular. It's a kind of a surprise visit to the enterprise and for the women entrepreneurs as well.

It was also examined that there are no schemes especially meant for the women entrepreneurs. Equal importance is given to all categories. The officers believed that in case of educated women entrepreneurs the parents want their daughter to be highly educated but they do not allow them to take up entrepreneurship as a career option. People believe that home is the best place for women and the officers also have negative perception towards the women that how their entrepreneurial venture will flourish.

The officers of the KVIC and the DIC centre mentioned that the females get their name registered for the EDP programmed but at the time of attaining of programme they do not come. Even if they come they come along with their husband. The family members do not send them alone. Also there is no specific scheme meant for the women. When someone approach to DIC for loan under PMEGP loan category they directed the applicant towards the bank and ask them to contact directly from the bank and find out which bank wants to give them loan and relieved themselves from their responsibilities.

### **7.1.3 To find out the motivational factors of women entrepreneurs in enterprise creation**

#### **Reason for choosing the Entrepreneurial Career**

The association between Reason for entrepreneurial career and Success rate of entrepreneur was calculated and it was found that there was no significant association between Reason for entrepreneurial career and success rate achieved. Entrepreneurs who had encouragement from family, out of compulsion and low capital requirement showed higher success rate as compared to other reasons.

### **7.1.4 To explore the specific problems or constraints faced by the women entrepreneurs**

The major constraints or problems faced by women entrepreneurs have been categorized into six heads- namely the financial problems, technical problem, socio- personal problems, labour problem, production problem, marketing problems. It is studied that a number of promotional agencies are working both at the State and the National level for the promotion and development of Entrepreneurship in the state. Various measures in the form of policies,

training, raw material, land allotment are being offered by these agencies. Despite all these attempts the MSME sector enterprises are not able to perform well as they face number of problems in their initial phase only and the number of women entering into entrepreneurship is also quite less in number. Every business needs at least 3 to 4 years time to overcome its initial hurdles but the fatal truth is that most of the units become sick during this period only without making any proper entrance into the entrepreneurial world. The researcher tries to trace the reasons for the closure of the sick units and it was ascertained that-

1. Most of the women respondents faced the problem of finance in their business i.e the non availability of funds or credit which is the essential requirement for smooth operation of any business as the business cannot stand feasibly in the competitive business environment with the shortage of finance. Even the banks feels hesitated to grant loans to the women entrepreneurs because they do not have faith on women regarding the repayment of their money. Even no one wants to give assurance or guarantee on behalf of women due to the male dominating orthodox mentality that women are not capable of running business and stand equals to the male counterparts. Also the women face the problem of collateral security which also limits the availability of credit for women entrepreneurs. Another major problem faced by the respondents is the marketing problem. It simply means that their product was not being able to reach to the customer. When the demand of the product manufactured is not there then the business will suffer losses and ultimately will be closed by the owner. Another issue was that they do not have enough funds to survive and fight in the market for long run due to stiff competition. There are several other issues faced by the respondents like Low mobility, Marketing orientation, fluctuation in demand and price of products in market. Even for marketing of their product they are at the mercy of the middlemen. It was found that the kind of support rendered by the Government Agencies to the existing entrepreneurs is not proper. Since Globalization has changed the picture of the global market and has opened many avenues for the entrepreneurs to market their local product at the global pace. So constructive steps are required to be taken from Government side to help the women to compete them with the large scale enterprises.
2. Most of the respondents in the state faced the labour problems. Non availability of the trained or skilled staff and their recruitment was the major problem followed by the Absenteeism as many employees leave their job after attending the training

programmes. Even the women have preferred punishing their employees at their first default in order to avoid such problems in future.

3. Most of the sample respondents faced the problem of marketing as these women set up their business as they have planned and start the production or sale of their goods. But their products takes a lot of time in being sold in the market thus jamming the other resources of the business. Lack of demand of their product is another major problem being faced by the small and medium sized industries owing to their sickness. As they need heavy amount of liquid funds to survive in the market till they come out of their past losses again. These business units also faced tough competition from other business units in the market along with the units homogeneous to their products. Some of the main marketing problems are identified as follows
  - a) Promotion- Advertising cost is very high in a stiff competitive market and it is not possible for every individual to afford such heavy expenditure in terms of promotion or advertising cost.
  - b) Sales- Due to stiff competition entrepreneurs are forced to sell their goods at lower prices thereby suffering losses. Many a time women have to face the financial problems especially in case of durable or perishable goods when sold on credit basis.
  - c) Packaging of the Products- The packaging of the products does not good that it can attract the customer interest. Therefore it becomes very difficult for the women entrepreneurs to make their products compete with other established firms products in the market which are already very popular and in demand as per the current trends.
4. The women working in the SME industries are not very familiar with the latest technology. That is why they were unable to make use of modern technology. Even most of them faced problem in obtaining raw material which is very essential for carrying out the production process. It is also one of the key factors for in shutting down of many industrial units. Availability of the working area is very important for carrying out the production process.
5. Socio personal problems also proved to be a major hurdle in the life of women entrepreneurs as they are burdened with several responsibilities apart from handling the business and it becomes very difficult for them at times to manage the two responsibilities together. Also the traditional attitude of the society that not allows the females to do work as per their own wish including their family members also hinders

women growth. The negative attitude of the society prompts the women to drop the idea of entrepreneurship as a whole and accept the fact that they are meant for handling the domestic work in this male dominated arena. Owing to the size of the business the women entrepreneurs cannot manage to hire the employees for job. Rather the woman herself tries to learn the management traits with respect to different areas of the business. This makes her job more challenging and multitasking.

The women interviewed for the study mentioned that they faced many problems while starting their business. Some of them were common for all the women and some were specific

- It was found that the kind of support rendered by the Government to the existing women entrepreneurs in marketing their products is not proper. Since Globalization has opened new vistas for the women entrepreneurs to market their local products or home made goods in the international market. Constructive steps taken by the Government can do a lot of good for them. The Government should evaluate the unstable situation where the small enterprises tries to compete with the large scale business
- The loopholes in the SSI sector overpower its advantages. As a result the large scale industry are able to supply their better quality goods at higher prices while the small units have to sell their products at lower prices in the same market. Another major problem is the non availability of the working capital which hampers the production process in between. The state should extend its hands in providing the benefits rather than sticking to fixed capital or training programme. It is more imperative to focus on the liquid funds to carry on the production process wisely. Therefore efforts should be made to improvise the level of technology, manufacturing of simple machines for small business etc.

### **Hypothesis viewed as per the analysis-**

#### **Major Hypothesis**

The efforts taken by the government agencies are not effective for nurturing women entrepreneurship in the state of Rajasthan.

- $H_{01}$ : There is no significant difference between the women entrepreneurs from various districts on the awareness of government agencies.

A non significant difference was found in the awareness level of entrepreneurs belonging to different districts about various government agencies and financial institutions. In all district majority of the respondents were agreed that they were highly aware followed by the Moderate awareness in all districts.

- H<sub>02</sub>: There is no significant difference in the entrepreneurs belonging to different districts with respect to training programs attended.

A non significant different was found in the opinions of entrepreneurs belonging to different districts about attending different training programs. In all districts a majority of the respondents preferred PMRY and EDP followed by vocational and self development training.

- H<sub>03</sub>: There is no significant difference between the skills developed of women entrepreneurs before and after attending training programs.

As per mean score of before and after training program, there was a significant improvement in all the skill development parameters showing that the training program was effective and hence null hypothesis is rejected.

- H<sub>04</sub>: There is no significant difference in the business performance indicators of entrepreneurs before and after attending training programmes.

The comparison of the mean scores was done for Value of capital assets, Profitability, Customer satisfaction, showing that the mean score of all these Business performance parameters after attending any training program are not significantly improved after attending the training programme which shed light on the ineffectiveness of EDPs.

- There was a significant impact of starting and running business on social recognition of women entrepreneurs. The results showed that there was a positive influence of joining a business on their social status including their respect in family and society, decision making power, control over expenses and other related factors.

### **7.1.5 Socio Economic and Business Profile of the Women Entrepreneurs**

1. It was witnessed that majority of the respondents have qualification up to plus two or degree. Only about 2-3% of respondents have technical or professional degrees which mean most of them didn't possess any professional degree or technical Qualification.

This seems to be a real hold up in the entrepreneurial career of women and in the smooth or feasible operation of business enterprise. Another reason could be that they are more inclined towards the job or service sector which is less burdensome for the women.

2. The Religion wise distribution of the respondents shows that 42.5 of the respondents are Muslims, 41.5 percent of them were Hindus while the remaining 16 percent of the respondents are Christians. The Christians women are isolated from the mainstream of the socio-economic life.
3. Most of the women entrepreneurs belong to the urban sector and remaining of them are from rural sector as there is a close relationship between the place of birth and the individual exposure because in order to get successful in business more opportunities and exposure is required which is easily available in towns or urban areas when compared with the rural sector or village areas.
4. It is analyzed that women belonging to nuclear families are more bolster to start their entrepreneurial business. The reason could be that they want to self confidence, become self reliant and this will further help them in utilizing their spare time in a constructive way. Another reason may be that most of the respondents belong to the middle class category so they want to support their husband in the earning matter. For the women staying in joint families the reason is that they find business to be more feasible and easily manageable with the household work.
5. It was found that those women whose family occupation or the business occupation is business are more attracted towards the entrepreneurship field as hailing from business background increases their confidence level and simplify their entry and journey in the business world. Around 36 percent of the respondent husband comes from business background.
6. In terms of the nature of activity carried on by the women entrepreneurs majority of them are engaged in the non-traditional sector handicraft, food products, tailoring, beauty parlour, wood making etc with low investment to be made and very less women are engaged in the miscellaneous field like electronics, software engineering etc.
7. Most of the business units surveyed in the study are micro business units i.e. the business where the capital invested is upto 20 lakhs. Very few entrepreneurs have invested more than 20 lakhs in their business ventures (7.6 percent). The investment made by the women also depends on their motive of their running business. If their

sole motive is expansion or earning more profit then of course they will invest more in their business but if their motive is to earn money to support their family and fulfill their needs then they will feel hesitated in investing more capital into the business.

Returns from the business is very important for the smooth or viable functioning of any business enterprise otherwise it will lead to the discontinuance or the closure of the business unit and one important factor behind lower returns less profit margin is that the respondents is lack of knowledge about the current market conditions which is very dynamic in nature. There are several other reasons for the failure of any business plan such as lack of market knowledge about the product, little understanding of the socio-cultural relations, less awareness about the updated technology etc, inadequate training etc.

8. Most of the women took help of their husband in managing their business because it was not easy for the women entrepreneur to manage their business solely. They also believed that their family members want them to do all the household work simultaneously while managing the business. Hence we can say that their economic independence especially depends on the line of business which they opts for and which can be handled with their domestic work as well. Most of the females does not give much preference to their employees and ignore their potential in the decision making process. The reason is they these ladies trust only their family members in case of decision making. Even if the employee is holding any degree then also his/ her opinion is not given much preference. But this technique is not correct. Delegation of powers and participation of the employees in the decision making process can discharge the entrepreneurs to focus on other important work and will increase the interest of employees and they will do their work more enthusiasm considering it as their own business. Further a lot of time will be saved and it leads to more creative thinking.
9. The findings also highlights that most of the women prefer to use their own fund in their business and avoid taking business loans because they are scared of the repayment of loans in case of business failure or losses and the complex procedural requirement of taking loans. But the corollary is that the women do not have anything on their own name their financial resources are jointly on the name of the women and husband hence it can be called as family wealth instead of individual capital. So the women prefer to use husband and own funds respectively.



- 10.** It was evident that almost 44.7 percent of the women respondents do not have any previous experience before starting the business venture. It is believed that somewhere the success level of business increases if the entrepreneur is having previous knowledge about the business line which she is entering into. Many people are of the opinion that previous training or experience is needed only in big companies or at higher post but in reality it is required at all levels whether it is a small business or a big company. The business or management principles are same and universal for all type of business.
- 11.** Majority of the respondents sell their products and render services in the local market which is basically restricting their scope or access. Some of them often go for selling their products in regional market to increase their profit margin. This depicts that women are restricting themselves to market exposure and the available opportunities which in turns will affect their profit margin and hamper the growth of the business. The women entrepreneurs often compete with each other at the local level and this inescapably minimizes their returns all around. Most of the women are engaged in the similar type of business activities, it also minimizes the scope of market expansion. Their mobility is also affected by the family and society restrictions.
- 12.** Nearness to home/ Running business from home is a major reason which affects the location of any business or the availability of their own residential facilities or building. If they own a building then they will more inclined to use it and they will easily be able to manage the household chores with the business work. Even the Government attitude although very effective at the larger pace, does not prove to be much helpful in the allotment of plot of land and sheds. Several relaxations or rebates are there for women but care should be taken that women are not getting their units registered merely to obtain these benefits from the government and the business units which are dummy units opened just to avail the tax benefits or its evasion should not get any advantage of the facilities meant for the women entrepreneurs.
- 13.** Most of the sample women respondents faced similar type of problems with respect to the district they belong. It was noticed that only very respondents are utilizing the marketing and promotional facilities offered by the various government agencies for the marketing of their product. This shows that women entrepreneurship in the state is still distressed with the illness of infancy. It should be a eye opener for the central and the state government to put some efforts to promote entrepreneurship in the state. It

will help in the long run in solving the problem of unemployment and will empower the status of women in the state.

**14.** In many cases men merely use the name of the women to avail the rebates offered by the government agencies like concessional credit, incentives in the form of loans and tax rebates etc but in reality women have no role to play in the business activities. The women have given their names for their husband or father's. This truth was revealed to the researcher when we tried to contact them over phone but they refused to attend the calls or answer any questions without their husband permission. Somewhere they were afraid that it is a follow up being done by the Government officials. The researcher was left with no option then to choose the next business unit from the list. Above all majority of the units from the list obtained were fallen sick and shut down. Very few of them have actually gone for expansion in real sense.

**15.** Majority of the women faced conflict between the management of domestic work and the business enterprises. Since they are responsible for taking care of the family members, children and the handling the business work side by side and they do not have sufficient time to learn new entrepreneurial skills. It is very hard to break the societal chain which is tied in her legs and come out of the orthodox mentality of the society. The lack of time does not allow them to move out of the house and enquire about the various facilities offered by the government agencies and financial institutions; attend training programmes, seeking counseling sessions on business related matters. The unavailability of time is often mentioned in the literature review as well. In India the first priority of the women is to look after their family and husband. This serves to be the fact that women participation in the business field is decreasing in Rajasthan. The women in the state do not desire to earn more profit, go for expansion and try their hands in different business lines. They are completely devoted towards their family.

Women even while discharging the entrepreneurial work feels guilty that they are compromising with their real responsibility towards their family and they express their guilt by shutting down their business especially if their children are small. They fails to understand the fact that somewhere this entrepreneurial business is supporting her in raising her family wealth. But still typical Rajasthani women want to keep the family responsibilities in the centre keeping all the other things aside, even it's her ambition.

## **7.2 RECOMMENDATIONS**

Based on the study the following recommendations are made to develop an appropriate framework for the women entrepreneurship development in the state of Rajasthan considering the last objective based on the study i.e to suggest suitable measures to overcome the problems faced by the women entrepreneurs and to improve the performance of women entrepreneurs owned business unit in the state.

Some of the suggestions are as followed-

- The Government agencies need to explore the vast untapped resources in terms of technically and highly qualified women entrepreneurs by offering them attractive schemes to inclined their interest towards the field of entrepreneurship and assuring its proper implementation.
- Several Information centre or enquiry centers should be opened in each district so that entrepreneurship related schemes (training and subsidies), knowledge is easily available to the potential and existing women entrepreneurs.
- When the researcher approached the government agencies such as DIC and Directorate of Industries it was analyzed that the agencies do not maintain any separate record for the women entrepreneurs. However to increase their participation in the economy and to improve the performance of women entrepreneurs it is very essential to maintain a separate records for the women entrepreneurs which will help the government to trace the exact condition of the women and the enterprise managed by them in the state of Rajasthan. Maintenance of Records will also help in redressing the problems faced by the women entrepreneurs. It will also help the government agencies in implementing the policies in a effective manner.
- As it is a well known fact that generally women does not owns any property, whatever property she possess it is jointly owned by the husband or the family members. So it is recommended that while disbursement of loan by the Financial Institutions and the Government agencies the condition of demanding collateral security should be removed. Also many women entrepreneurs have stressed towards the complex procedural requirement to be fulfilled on the part of women to avail the incentives offered by the agencies. These complex procedures or filling of form should be simplified. These are the disappointing factors for the women entrepreneurs and legal

advice or guidance should be made available for females' applicants for completion of their documents.

- The women should be provided special discounts/ rebates in the trade fairs as they find trade fairs as the most suitable platform for marketing their products. But due to lack of money most of them were not able to take part in such trade fairs and organizations by various government institutions such as RSLDC and Rajasthan Women and Child development agency. For encouraging the prospective women enterprise product they must be provided with suitable chances to take part in the exhibitions and giving them rent discount for their stalls.
- Merely providing financial support or giving training or other benefits and after sometime leaving them on their own destiny will not help in improving the performance of women entrepreneurs and will prove to be a big pitfall in the roadmap of the schemes framed for women entrepreneurs. A proper follow up programme is needed to be designed and implemented both at the initial stage of business and in the production stage. Also counseling sessions need to be organized for the women entrepreneurs from time to time. Infrastructural support in the form of land allotment, power supply, tax rebates should be granted to encourage the women entrepreneurs at the nascent stage of starting the business unit.
- District Women Entrepreneurial Cell should be set up in each district to facilitate and review the functioning of women owned business units. This cell should run as a single window mechanism system for the women where they can seek the solution of all their grievances and queries at one place. Even a complaint box should be placed where they can file complaint regarding any of the unnecessary problems faced by them in availing the information.
- The attitude of the officers of the government agencies and their perception towards the women entrepreneurs and their business enterprise badly affects their performance. Their attitude marked a negative change. Rather they behavior should be more understanding, positive and cooperative. Motivation on the part of the society is very essential to inspire women to enter into the entrepreneurship field.
- Agencies like DIC have to maintain a close tie up with the technical departments to obtain information about the updated technology that caters the need of the small scale enterprises. There should be arrangement for the storage of such information and its proper broadcasting among the women entrepreneurs.

- For better and efficient utilization of the subsidies care should be taken by the agencies to ensure that assistance should be made available to the females on timely basis and in sufficient volume as needed by them. Also promote only such units which are capable of bringing growth and job creation.
- The assistance should be availed only to the deserving candidates means the genuine ones; otherwise they will miss their chance. The officers of the Government institutions and financial agencies should ensure that the assistance granted should be utilized for the purpose for which it is being released. If not then the whole money should be withdrawn back from them and a penalty should be imposed upon such applicants for misusing the funds of the Government.
- Trade centre established should offer number of services for small scale units. The services which form an essential part in assisting the units are to establish links between the small scale industries and prospective consumers around the globe. To carry out common advertising and display services and to serve as a central point for all the marketing strategies of the government, voluntary groups and other industries.
- The Government should take sincere steps towards the sick industrial units as it is a pest for the growth of the economy. It saps the resources of the country such as land, labour, capital and asset which are already in scarce. It acts as a black mark on the society overall development. There is a strong need to look for the alternative solutions for the revival of the loss making units. To minimize the frequency of losses training should be imparted to the women entrepreneurs to identify the signals of the sickness, trace its reasons and find the ways to overcome those losses.
- It was found that the time taken between the allotment of loan by the banks and time actually taken in disbursing the loan is more. Efforts should be made by the Financial Institutions to bridge the gap between the allotment and disbursement of loaning facility so that women can start their business on timely basis.
- There has been much difference found between the amount sanctioned and the amount actually received by the entrepreneurs. There is a need to reduce this lacuna and minimize the gap between the disbursed and the sanctioned amount.
- It was witnessed that the new units receive maximum share of assistance of the total funds sanctioned by the institutions. The existing units get very little share of the total assistance allocated for their growth. Thus there is a need to increase the limit of assistance sanctioned to the running units in order to accelerate their competitive growth.

- Profitability of any business is linked with the scale and size of its business operation. Entrepreneurs should be taught to keep aside a portion of their earnings for future investment thereby leading to the expansion and growth of their business. They should learn to make expenditure or utilize money out of their cash flow or net returns like pooling back of funds, keeping safe a portion of loan sanctioned for investment. The money they borrow is misused by them towards the unproductive channels. Small entrepreneurs are to be tolerant towards having control over financial issues.

The followings are some of the suggestions to be focused for establishing a better relationship between the entrepreneurs and officials of support agencies:

1. Change in the perception of the officers is very much required. Their focus should be to impart training to the women entrepreneurs and help them in getting their projects selected for the avilment of the various benefits.
2. Training of the government officials should be done from time to time to inculcate soft skills with a view to make them more polite and cooperative towards the entrepreneurs especially the female counterpart.
3. More female staff to be employed in the support center opened meant for the women entrepreneurs.
4. Women Entrepreneurs should join associations or groups for them where they can share their doubts with some authority and agencies personnel. The respondents believed that the fear of criticism by the associations also make the officers sympathized towards women.
5. Officers and women entrepreneurs should not doubt each other intensions. Rather they should develop trust amongst each other to maintain cordial relationship.
6. Women Entrepreneurs should share their problems directly with the senior authority rather than telling it to everyone and creating chaos.
7. Web portals platforms like Mahila E Hat should be set up created for the women entrepreneurs where they can sell and market their products through online mode without going anywhere and they can deal with both the national and the international buyers without being exploited by the middlemen. The women just need to register themselves on the web portal free of cost without payment of any fees.

Some of the women entrepreneurs gave their suggestions to the researcher based on the exclusive problems faced or suffered by them. Some of the suggestions are incorporated here-

- Door to door brochures and pamphlets should be circulated in the districts regarding the schemes made for women entrepreneurs and it should be written in the Hindi language because most of them were not highly qualified and cannot read and understand much English.
- Women Entrepreneurship Cell should be set up at the district level to handle the disputes and grievances of women entrepreneurs.
- Training regarding entrepreneurship should be added to their educational curriculum so they women can learn the entrepreneurial traits from school level or college level and also increase their self confidence level
- Provision should be made in the form of micro credit system at the local or regional level to solve the money problem of women.
- The financial institutions and other government agencies should increase the budget limit of funding for micro and macro business enterprises.
- Trade related funds should be disbursed to the women entrepreneurs by the Financial Institutions and other funding agencies like RFC.
- Government should frame or implement some more policies meant solely for the women entrepreneurs to motivate them to enlarge their areas of operation.
- The Government should make a tie up with the various Non Government Organizations
- Industrial units should also provide outlets for the sale of the goods manufactured by the women entrepreneurs and the marketing of their goods.
- E Governance system should be adopted considering the Digital India programme in mind. It means the paper work formalities for availing the benefits under different schemes should be minimized because lot of paper work scared the women to approach different agencies and enjoying the incentives.
- Time limit should be fixed by the Government for the clearance of the project along with the documents annexed to it.
- Rules and Regulations should be made simple and helpful for the females.
- The training module prepared for the women to impart training should have a compulsory training module attached to it and it should be based on the type of training being given to them.

- The agencies should be granted some freedom and powers to modify the rigorous rules and regulations and remove the outdated one.

7.2.2 Some suggestions are being recommended for the revitalization of the training programmes conducted by different government agencies

- The training module should also covers skills based components like knowledge about the latest technology, different methods to handle the machine parts and components, some basic law knowledge, techniques of preparing the business plans, training them about the marketing skills and teaching them how the communication skills. The content of the programme should be made focusing on the knowledge level of the targeted group. The place of training should be in reach of the women entrepreneurs which means it should not be far away from the city.
- Separate batches should be formed for the women who possess prior experience in relation to any business activity and those who do not have any knowledge about the business line. A separate course module of EDP should be prepared for meeting the specifications of the programme. Proper balance in developing different training programmes for different class of entrepreneurs has to be struck. Since a notable portion of women have not attended proper training, their efforts go in waste because of shortage of capital or they continue to work like this only.
- Training in terms of entrepreneurial and managerial skills in industry will help in accelerating the economic prosperity and promoting entrepreneurship. While preparing the training plan it should be kept in mind that basic principles of management are common for all whether male or female. The only change what is there is in the category of entrepreneurs ie except men women will be the trainees. Women should be trained how to overcome the different constraints like financial, institutional, perception, environmental problems etc. Specialized efforts should be made to train women by considering their emotional and physical issues and teach them how to maintain a balance between the domestic and business responsibilities.
- Only those females should be allowed to participate in the training programmes (EDP) that are serious in opening their business units. Those women who merely



attend training sessions just to avail the benefits or the concessions for their family who are already running their business should be given less privilege over other women participants who attend training or EDP for opening their business units in near future.

- The structure and content of EDPs after evaluating the regional differences need to be reformed. The programme should have more of practical content and needs cooperation from different institutions to make the EDPs a success programme. For conducting EDPs different institutions should come up together and join hands with each other to impart better training and share different practices and experiences with the entrepreneurs. For Example EDI Ahmadabad which besides organizing training classes for the entrepreneurs also support them in making arrangement for finance and other inputs. The EDPs organized alone would digest both the resources and talent.

Following points should be kept in mind while preparing the training content for the Entrepreneurship Development Programme

- Some women need pre entrepreneurial guidance. So the training curriculum should contain some database about the pre entrepreneurial knowledge and awareness.
- Personal attention and awareness is needed by the women for counseling, stress management, communication skills and risk bearing ability. Hence the curriculum should pay attention on these areas as well.
- Some women need lot of non technical support like funds, market, raw material, infrastructural support.
- Gender based training should be imparted which fulfills their socio economic and religious profile of the people.
- It was observed that the source of knowledge for the women entrepreneurs is their own network and they serve as a valuable resource for the promotion and development of women entrepreneurship. A support system for the easy access of women entrepreneurs should be planned to be set up. Policy makers should foster towards the setting up of PPP model network to increase cooperation and involvement of both the public sector and the private sector at both state and national level and helps the prospective women entrepreneurs in the best possible way. This will develop the interest of the women towards the entrepreneurship field. It is imperative

that men attitude the business is quite different from those of women so measures are adopted considering the different approach by incorporating gender dimension.

- Training and EDPs help in developing entrepreneurial skills for the development of the SME sector, financial skills, marketing skills, personal grooming, interaction in public and other important skills relevant for both business and life. For this reason a well designed training curriculum would be of utmost help to fulfill the needs of entrepreneurs and should be freely available and easily accessible for all those who want to make best use of it. It is also suggested that audio visual media should be used as an efficient tool to motivate the women to choose entrepreneurship. Stories of Successful Women Entrepreneurs should be shown to them at schools, training centers, colleges etc especially the niche women which have struggled a lot in their life and today their name is shining like a star in the society. They need to learn from such examples not to give up in their life and try to find out the solutions for themselves. They need to be self independent and strive to work hard to make a place for themselves in the male dominated era. These real life examples will also provide them practical insight and guide them to identify the opportunities in the entrepreneurial career. A better coordination between various SHGs and Government agencies for entrepreneurship development could enhance more chances for empowerment of women.

### **7.3 CONCLUSION**

It goes well with the fact that the topic selected by the researcher is of utmost importance and astonishing significance. Women now make a strong force with which the destiny of the future world is mixed or interlinked. It is a fate that women need to be supported and helped to remove away all the shackles of an inequitable society which tries to suppress the great potential of the women entrepreneurs. The best way to bring men- women equality is the glorious document being framed by the Indian leaders called as “Indian Constitution” which aims to protect the interest of the fundamental rights of women through various laws and ensures to help her to join the mainstream of the society by extending all the possible support in order to help them in realizing their potential and build a strong resource base for the prospering modern India. In this long journey one day dream will come true when men and women will be sitting together and discussing their issues, together look for the solution and take every step of life together. Women will be shining their names equivalent to men by occupying the leading positions in different streams of the world.

It is also expected that the recommendations made by the researcher will help the potential women entrepreneurs and especially economists and policy framers to identify the flaws experienced by the females in the business world and if the above mentioned recommendations applied properly it will surely draw the attention of the women entrepreneurs towards the government schemes and serving enough opportunities for them in the plate of entrepreneurship.

The first step in the elaborated process should be to develop self confidence in the women and inspire them to become self reliant. Several EDPs are being conducted to impart the training to the women entrepreneurs throughout the country. The women who have attended the Entrepreneurship Development Programme are performing well in the business stream thereby making significant contribution to the economic development. But for entrepreneurial growth we cannot solely rely on the EDPs programmes. There are several other factors that affect the success of a business. It includes the socio economic background, problems, motivational factor etc. There is a strong desire to motivate the women through proper planning and systematic approach. All such steps will induce women entrepreneurs into the mainstream of the economy.

In Rajasthan the women entrepreneurs have tremendous caliber to attain the height of success in every sphere of life and to make a significant share of contribution in the development of the state. Entrepreneurship schemes should not be correlated or used as a synonym of the other general schemes of the Government because there are many people throughout the country who are availing the benefits of number of general schemes initiated by the central and the state government. Hence there should be a clear line of demarcation between the different incentives offered to the community otherwise it will be very difficult to analyze the post effect of the schemes.

However the corollary lies in the fact that it is nowadays very tedious task to find out how many units are actually working and how many units are functioning or registered as dummy units. The research shows that the promotional measures undertaken by the government agencies are inadequate in creating a sustainable business environment for the prospective and existing women entrepreneurs. Despite of so many benefits available for females, they are not aware about the schemes and those who are aware are not interested in taking the advantage of those benefits due to the complex legal formalities which makes these schemes unpopular among women. The harsh nature and negative attitude of the government officials

add spice to the content. So several stringent steps are required to be adopted by the Government to fix the lacunas otherwise the future of entrepreneurship for women will be in darkness in the state. The researcher is still hoping positively that there is enough scope for improvement and her efforts to shed light on the real condition of women entrepreneurs will not prove to be a cry in the wilderness.

#### **7.4 FUTURE RESEARCH SCOPE**

The scope for future research based on the study includes that research is to be carried out in future on the women entrepreneurs belonging to the unregistered segment who are performing really well in their line of streams as compared to the registered units under various Government agencies including the DIC. Also a comparison of both the registered and unregistered women entrepreneurs can be done by the upcoming researchers to get a deep insight about the several other aspects of women entrepreneurship.

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