

**WOMEN ENTREPRENEURS CHALLENGES AND PROSPECTS IN ANDHRA
PRADESH-A STUDY**

MANJU PATHANIA BISWAS*
K.NARASIMHA PUSAPPA**
DR.M.RAMA MOHAN RAO***

*Research Scholar, Dept. of Entrepreneurship, GIM, GITAM University, Visakhapatnam, India

**Project Fellow, Dept. of Entrepreneurship, GIM, GITAM University, Visakhapatnam, India

***Associate Professor, Dept. of Entrepreneurship, GIM, GITAM University, Visakhapatnam, India

ABSTRACT

Development of entrepreneurship is a vital factor for the industrial development of a country. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business. Despite all the social hurdles, Indian women stand tall from the rest of the crowd and are much-admired for their achievements in their respective fields. The paper talks about the status of women entrepreneurs, reasons why women becoming entrepreneurs, prospects and the challenges faced by them in today's competitive world to sustain in day to day business.

KEYWORDS: Entrepreneurship, Women Entrepreneur, Economic Development, Challenges and Prospects.

INTRODUCTION

Women entrepreneurship is gaining importance in India due to wake of economic liberalization and globalization. Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. Women have made their marks in business owing to reasons like innovation and competitive jobs, balance between their families and responsibility, self-identity and social status, role model to others, employment generation, innovative thinking, freedom to take own decision and be independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With media playing an important role now, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing rapidly and the job seekers are turning into job creators. New talent pool of women entrepreneurs is forming today, as more women opt to leave corporate world to chart their own destinies. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

The increasing presence of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country.

Women have always owned businesses; what changed over the last century are their increasing acceptance, prominence and movement into a vast assortment of enterprises and the role of technology in making entrepreneurship more accessible and affordable. The women have achieved immense development in their state of mind. With increase in dependency on service sector, many entrepreneurial opportunities especially for women have been created where they can excel their skills with maintaining balance in their life. Accordingly, during the last two decades, increasing number of Indian women has entered the field of entrepreneurship and also they are gradually changing the face of business of today, both literally and figuratively.

OBJECTIVES:

The overall objective of the present study is to analyse the problems faced by women entrepreneurs and prospects for accelerating the women entrepreneurs. However more specifically:

1. To understand the importance of entrepreneurship among the women as micro and macro scenario.
2. To study the profile of women entrepreneurs so as to understand their problems in various income generating activities.
3. To study the position and role of women entrepreneurs and also identify the purpose of women entrepreneurship.
4. To find out the extent of support and suggest remedial measures to women entrepreneurs.

METHODOLOGY:

A sample of 25 women entrepreneurs who are working independently across some districts in Andhra Pradesh was selected. Primary data was collected with the help of structured questionnaire which had the following dimensions:

- Demographic profile of the respondents
- Details of enterprise
- Purpose of entrepreneurship
- Problems faced by women entrepreneurs

The secondary data were collected from reports, journals and magazines. Both the primary as well as the secondary data was used for the study. Data collected were tabulated and processed using Microsoft Excel 2010.

Scenario of women entrepreneurship in the world:

The world is changing and there are more and more women becoming entrepreneurs. It is exciting and inspiring to see these women as they overcome huge obstacles to not only change things for themselves but also for their community and the world. A recent international study found that women from low to middle income countries (such as Russia and the Philippines) were more likely to enter early stage entrepreneurship when compared to those of higher income countries (such as Belgium, Sweden and Australia). A significant factor that may play a role in this disparity can be contributed to the fact that women from low income countries often seek an additional means of income to support themselves and their families. Overall, 40 to 50 per cent of all small businesses are owned by women in developing countries. Alternatively, this may also be due to the fact that, in western business practices, it is not seen as beneficial to exhibit feminine traits. While eastern businesses tend to follow methods based around mutual respect and understanding, western business expectations are for business leaders to be more ruthless, headstrong and less sensitive or respectful. The areas chosen by women are retail trade, restaurants, hotels, education, insurance and manufacturing.

Entrepreneurship in India and Andhra Pradesh:

Empowering women has become the key element in the development of any economy. It has been found that there are various forums and NGOs working hard towards this.

Women have a unique position in every society. Real development cannot take place if it bypasses women who not only represent one half of a country's population but also the kernels around which societal revolution take place. Entrepreneurship enhances financial independence and self-esteem of women. Around 50 per cent of India's population is women, yet business spheres such as trade, commerce and industry is still considered a male preserve. Entrepreneurial work has also been predominantly a man's world in India. This is based on the fact that only seven per cent of the total entrepreneurs in India are women. Among the states Andhra Pradesh, Gujarat, Karnataka, Maharashtra and Tamil Nadu have more women entrepreneurs.

Indian women are in no way inferior to men in all walks of life and they can be as good entrepreneurs as men in the country. Therefore, it is essential to exploit the potential of Indian women. Women's participation in trade, industry and commerce, requiring entrepreneurship, is still poor, mainly because of the problems associated with their gender roles. Hence, promotion of entrepreneurship and economic empowerment of women poses a challenge to the government, funding agencies and non-government organizations. It is important for these people to focus on the limitations faced by the women and to plan supporting systems to enhance women entrepreneurship in India.

Accelerating entrepreneurship and business creation is crucial for a large-scale employment generation and female entrepreneurship is a critical ingredient in maximizing the country's potential for value creation. Investing in the establishment and creation of an ecosystem for women entrepreneurs is an extremely important component of crafting India's entrepreneurial scenario.

In Andhra Pradesh certain associations are formed to enhance entrepreneurial values among women and facilitate their choosing entrepreneurship as preferred career. With an aim to give a boost to women entrepreneurs in Andhra region, the Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP), in association with the Andhra Pradesh Industrial Infrastructure Corporation (APIIC) and the Government of India, is developing an industrial park exclusively for women entrepreneurs at Sabbavaram. Such associations are striving to make the state of Andhra Pradesh empowered through promoting women entrepreneurship. These associations help in finding solutions for lack of capital, lack of legal knowledge, and lack of role models. The Associations help form a network of business women to create connections on multiple dimensions – personal, professional and business. Accordingly, during the last two decades, increasing number of women has entered in the field of entrepreneurship and also they are gradually changing the face of economy of Andhra Pradesh.

Women Entrepreneurs are playing a vital role and they have become important part of the global quest for the sustained economic development and social progress. The Government of India has been implementing several policies and program for the development of women entrepreneurship in India as Entrepreneurship Development Process for Women in India is recognized as an important untapped source of economic growth, since women entrepreneurs create new employment opportunities and avenues for women's economic independence. As a result women are entering into the world of Trade and commerce and making a significant

impact in all segments of the economy not only in India but also in various parts of the globe and becoming successful entrepreneurs.

Women Entrepreneurs in India and Andhra Pradesh:

India has been a flourishing ground for enterprises, and this phenomenon has witnessed an unprecedented surge in the last few years.

- Indra Nooyi is the current chairman and chief financial officer of the second largest food and beverage business, PepsiCo. She has been conferred with prestigious Padma Bhushan for her business achievements and being an inspiration to India's corporate leadership.
- Naina Lal Kidwai is presently the group general manager and country head of HSBC India. She is also serving as a non-executive director on the board of Nestle SA. Kidwai is also global advisor at Harvard Business.
- A woman with 'never-say-die' spirit, Neelam Dhawan is presently the Managing Director of Hewlett-Packard (HP), India.
- Jyoti Naik, is currently the President of Shri Mahila Griha Udyog Lijjat Papad, an Indian women's cooperative based in Mumbai
- Vandana Maheshwari from Hyderabad (Andhra Pradesh) is no different. She started making PVC sheets for car dash boards and white panels. The business that began with a capital of Rs 2 crore in 1995 fetches a turnover of over Rs 7 crore at present. Tata Motors is her main client.
- V. Kamakshi from Visakhapatnam (Andhra Pradesh) is concerned about crafting eco-friendly products while empowering women. She has setup a paper bag manufacturing unit in Muralinagar under the brand name SS Paper Industries. With a bank loan of Rs.20 lakh, she was able to install the unit at a subsidized rate through Association of Lady Entrepreneurs of Andhra Pradesh.
- Sesha Sai and Sujatha from Vijayawada (Andhra Pradesh) got trained in a food processing workshop organised by a SHG. These entrepreneurs like to start a unit of their own inviting a wider circle of friends together. They also plan to check with hotels, supermarkets, exhibitions and catering services to get regular orders and help them earn consistently.

Women, especially those who belong to weaker sections, are showing keen interest to become economically independent. Whether the husband supports the family or not,

unemployed or alcoholic, nothing deters these women to shoulder the responsibility and help improve their standard of living.

Schemes for women entrepreneurs in India:

Development of women has been a policy objective of the government since independence until the 70s the concept of women's development was mainly welfare oriented. In 1970s, there was a shift from welfare approach to development approach that recognized the mutually reinforcing nature of the process of development. The 80s adopted a multi-disciplinary approach with an emphasis on three core areas of health, education and employment. Government and non-government bodies have paid increasing attention to women's economic contribution through self-employment and industrial ventures. In India, the Micro, Small & Medium Enterprises development organisations, various State Small Industries Development Corporations, the Nationalised banks and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. There are also several other schemes of the government at central and state level, which provide assistance for setting up training-cum-income generating activities for needy women to make them economically independent. Small Industries Development Bank of India (SIDBI) has also been implementing special schemes for women entrepreneurs. In addition to the special schemes for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneurs. For instance, under Prime Minister's Rozgar Yojana (PMRY), preference is given to women beneficiaries. The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme. Similarly, under the MSE Cluster Development Programme by Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project in case of hard intervention, but in the case of clusters owned and managed by women entrepreneurs, contribution of the M/o MSME could be up to 90% of the project cost. Similarly, under the Credit Guarantee Fund Scheme for Micro and Small Enterprises, the guarantee cover is generally available up to 75% of the loans extended; however the extent of guarantee cover is 80% for MSEs operated and/ or owned by women. Some of the special schemes for women entrepreneurs implemented by the government bodies and allied institutions are provided below. At present, the Government of India has over 27 schemes for women operated by different departments and ministries. Some of these are:

Integrated Rural Development Programme (IRDP), Khadi And Village Industries Commission (KVIC), Training of Rural Youth for Self-Employment (TRYSEM), Prime Minister's Rojgar Yojana (PMRY), Entrepreneurial Development programmes (EDPs), Management Development programmes, Women's Development Corporations (WDCs), Marketing of Non-Farm Products of Rural Women (MAHIMA), Assistance to Rural Women in Non-Farm Development (ARWIND) schemes, Trade Related Entrepreneurship Assistance and Development (TREAD), Working Women's Forum, Indira Mahila Yojana, Indira Mahila Kendra, Mahila Samiti Yojana, Mahila Vikas Nidhi, Micro Credit Scheme, Rashtriya Mahila Kosh, SIDBI's Mahila Udyam Nidhi, Mahila Vikas Nidhi, SBI's Stree Shakti Scheme, NGO's Credit Schemes, Micro & Small Enterprises Cluster Development Programmes (MSE-CDP), National Banks for Agriculture and Rural Development Schemes, Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP), Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains and Exhibitions for women, under promotional package for Micro & Small enterprises approved by CCEA under marketing support. The efforts of government and its different agencies are ably supplemented by NGOs that are playing an equally important role in facilitating women empowerment. Despite concerted efforts of governments and NGOs there are certain gaps. Of course we have come a long way in empowering women yet the future journey is difficult and demanding.

WOMEN ENTREPRENEUR ASSOCIATIONS

The efforts of government and its different agencies are supplemented by NGOs and associations that are playing an equally important role in facilitating women empowerment. List of various women associations in India is provided below.

Federation of Indian Women Entrepreneurs (FIWE), Consortium of Women Entrepreneurs (CWEI), Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP), Association of Women Entrepreneurs of Karnataka (AWAKE), Self-Employed Women's Association (SEWA), Women Entrepreneurs Promotion Association (WEPA), The Marketing Organisation of Women Enterprises (MOOWES), Bihar Mahila Udyog Sangh (BMUS), Mahakaushal Association of Woman Entrepreneurs (MAWE), SAARC Chamber Women Entrepreneurship Council (CWEC), Women Entrepreneurs Association of Tamil Nadu (WEAT), Tie Stree Shakti (TSS) and Women Empowerment Corporation (WEC)

Challenges of women entrepreneurs in India and Andhra Pradesh:

Women entrepreneurs face a series of problems right from the beginning till the enterprise functions. Being a woman itself poses various problems to a woman entrepreneur. The problems of Indian women pertain to her responsibility towards family and society.

The tradition, customs, socio cultural values, ethics, motherhood, feeling of insecurity etc. are some peculiar problems that the Indian women are coming across while they jump into entrepreneurship.

Women in rural areas have to suffer still further. They face tough resistance from men. They are considered as helpers. The attitude of society towards women and constraints in which she has to live and work are not very conducive.

Besides the above basic problems the other problems faced by women entrepreneurs are as follows:

1. Patriarchal Society: Entrepreneurship has been traditionally seen a male preserve and idea of women taking up entrepreneurial activities considered as a distant dream. Any deviation from the norm is frowned and if possible, immediately curbed. Women also have to face role conflict as soon as they initiate any entrepreneurial activity. It is an uphill task for women to face such conflicts and cope with the twin role.

2. Entrepreneurial Aptitude: Lack of entrepreneurial aptitude is a matter of concern for women entrepreneurs. They have no entrepreneurial bent of mind. Even after attending various training programmes on entrepreneur ship women entrepreneurs fail to tide over the risks and troubles that may come up in an organisational working.

3. Marketing Problems: Women entrepreneurs continuously face the problems in marketing their products. It is one of the core problems as this area is mainly dominated by males and even women with adequate experience fail to make a dent. For marketing the products women entrepreneurs have to be at the mercy of middlemen who pocket the chunk of profit. Although the middlemen exploit the women entrepreneurs, the elimination of middlemen is difficult, because it involves a lot of running about. Women entrepreneurs also find it difficult to capture the market and make their products popular.

4. Financial Problems: Women entrepreneurs persevere a lot in raising and meeting the financial needs of the business. Bankers, creditors and financial institutes sometime hesitate to come forward to provide financial assistance to women borrowers on the ground of their less credit worthiness and more chances of business failure. They also face financial problem

due to blockage of funds in raw materials, work-in-progress finished goods and non-receipt of payment from customers in time.

5. Family Conflicts: Women also face the conflict of performing of home role as they are not available to spend enough time with their families. They spend long hours in business and as a result, they find it difficult to meet the demands of their family members and society as well. Their inability to attend to domestic work, time for education of children, personal hobbies, and entertainment adds to their conflicts.

6. Credit Facilities: Though women constitute about 50 per cent of population, the percentage of small scale enterprise where women own 51 per cent of share capital is less than 5 per cent. Women are often denied credit by bankers on the ground of lack of collateral security. Therefore, women's access to risk capital is limited.

The complicated procedure of bank loans, the inordinate delay in obtaining the loans and running about involved do deter many women from venturing out. At the same time, a good deal of self-employment programme has been promoted by the govt. and commercial banks.

7. Tough Competition: Many of the women enterprises lack proper organizational set up. They have to face severe competition from organized industries. Usually women entrepreneurs employ low technology in the process of production. In a market where the competition is too high, they have to fight hard to survive in the market against the organised sector and their male counterpart who have vast experience and capacity to adopt advanced technology in managing enterprises.

8. High cost of production: High cost of production undermines the efficiency and stands in the way of development and expansion of women's enterprises, government assistance in the form of grant and subsidies to some extent enables them to tide over the difficult situations. However, in the long run, it would be necessary to increase efficiency and expand productive capacity and thereby reduce cost to make their ultimate survival possible, other than these, women entrepreneurs so face the problems of labour, human resources, infrastructure, legal formalities, overload of work, lack of family support, mistrust etc.

In Andhra Pradesh, Women entrepreneurs are facing the heat due to the frequent bandhs and power cuts in the state. While they have been receiving business enquiries regularly from both domestic and overseas customers, these are not turning into orders. Apart from this issue they also face issues like professional disrespect, family problem, finance, marketing and material management etc.

DATA ANALYSIS:

A survey was conducted to get responses from women entrepreneurs across some districts in Andhra Pradesh. Various factors like socio economic condition, start-up activities, finance, problems and prospects etc. were included as part of the survey. The survey data and its analysis are enumerated in subsequent paragraphs.

Social Economic conditions:

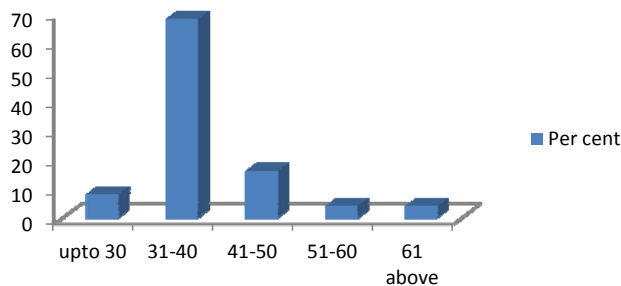
A substantial portion (68%) of the entrepreneurs that were surveyed was between the age group of 31-40 yrs. 16% were between 41-50 yrs. and 4% were between 51-60 yrs and 4 % above 61 yrs. refer the table:1 given below.

Table:1

Age group of entrepreneur	No. of Entrepreneurs	Per cent
upto 30	2	8
31-40	17	68
41-50	4	16
51-60	1	4
61 above	1	4
Total	25	100

Chart: 1

Age group of entrepreneurs %

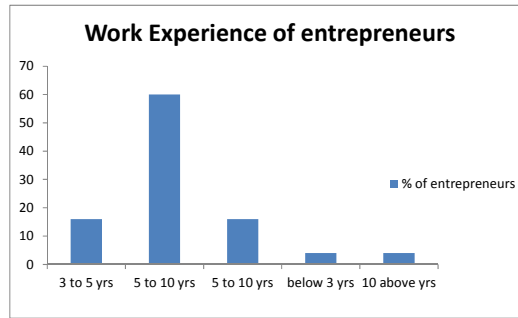


On scrutinizing the age bracket and the business experience, it is deduced that majority had started their enterprise between 25 to 35 yrs. of age. Refer the table:2 shown below.

Table: 2

Age bracket	Work Experience	No.of entrepreneurs	% of entrepreneurs
upto 30 yrs	3 to 5 yrs	4	16
31-40 yrs	5 to 10 yrs	15	60
41-50 yrs	5 to 10 yrs	4	16
51-60	below 3 yrs	1	4
61 above	10 above yrs	1	4
		25	100

Chart:2

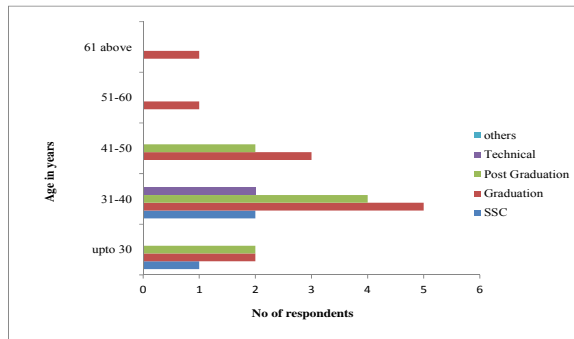


As seen in the table:3 below, most of the respondents were either graduate (48%) or post-graduates (28%).

Table:3

Age	Entrepreneur's Educational Level			
	SSC	Graduation	Post-Graduation	Technical
upto 30 yrs	-	1	1	-
31-40 yrs	2	8	5	2
41-50 yrs	-	2	2	-
51-60 yrs	-	1	-	-
61 & above	-	1	-	-
Total	2	12	7	2
Percentage	8	48	28	8

Chart:3



Majority of the respondents were Hindu (92%) women and very few were of other (8 %) religion. Out of all the women surveyed 36% were the youngest and 40% were the eldest in their respective families to start the enterprise.

Most were either graduates (48%) or post-graduates (28%) coming from nuclear (68%) families and were married (88%) but around 4% were divorced.

When we look at the table:4 given below on marital status and family structure, it is observed that married women entrepreneurs (88%) are more as compared to the rest and also the per cent of entrepreneurs coming from nuclear family (68%) are more as compared to joint or extended family structure. Thus, it is concluded that married people having nuclear family are venturing to start enterprise of their own.

Table:4

Classification of marital status and family structure					
Marital status	No. of Entrepreneurs	Percent	Family structure	Number	Percent
Unmarried	1	4	Nuclear	17	68
Married	22	88	Joint	8	32
Widow	1	4	Extended	0	0
Divorced	1	4			
Total	25	100			

Chart:4

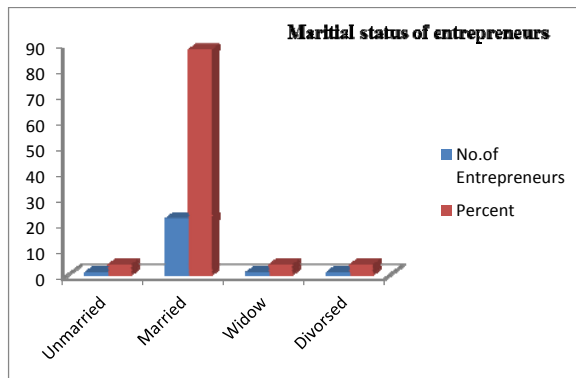
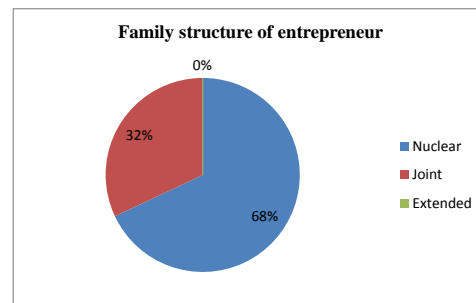


Chart: 4(a)

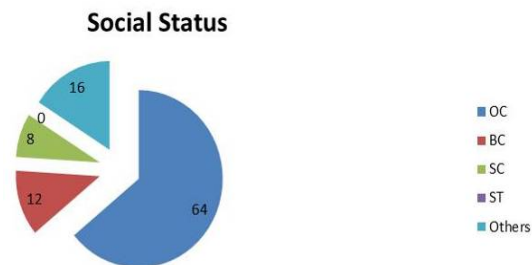


From the table: 5 of Social Status distribution below, we can observe that 20% of the surveyed women were from BC/SC background while remaining 80% were from other castes. It may be noted that the Scheduled Castes and Scheduled Tribes comprise about 16.2 % and 8.2 %, respectively, of India's population as per 2001 census. It is heartening to observe that 20% of the surveyed women were from SC/ST background which implies that entrepreneurship is for everyone irrespective of social status or caste.

Table: 5

Social Status	No of entrepreneurs	Percentage
OC	16	64
BC	3	12
SC	2	8
ST	0	0
Others	4	16
Total	25	100

Chart:5

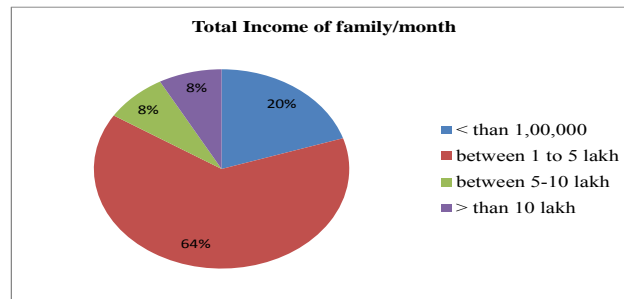


The economic background of the entrepreneurs surveyed shows that a majority (64%) of them have a family income between 1 to 5 lakhs per month which comes in the middle class category. As hypothesized, the table: 6 below shows that entrepreneurship is relatively higher in lower middle (20%) and middle class families (64%) as compared to the rich class.

Table:6

Total Income of family /month	No.of entrepreneurs	Percent
< than 1,00,000	5	20
between 1 to 5 lakh	16	64
between 5-10 lakh	2	8
> than 10 lakh	2	8
Total	25	100

Chart: 6



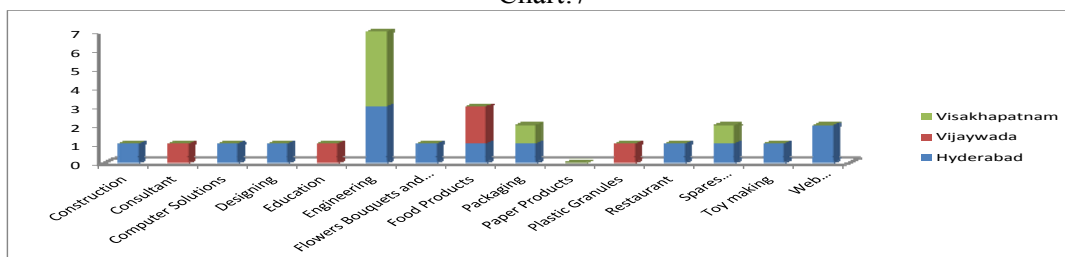
Start-up Activities:

The enterprises setup by the candidates interviewed were as varied as engineering, food products, handicrafts, packaging or hotel industry. 80% of the enterprises were located in urban area and the rest in the semi-urban areas. Table: 7 below on Industry wise selection illustrates the details.

Table:7
 Industry wise selection of various cities.

Industry Type	Hyderabad	Vijaywada	Visakhapatnam
Construction	1	-	-
Consultant	-	1	-
Computer Solutions	1	-	-
Designing	1	-	-
Education	-	1	-
Engineering	3	-	4
Flowers Bouquets and decoratives	1	-	-
Food Products	1	2	-
Packaging	1	-	1
Paper Products	-	-	-
Plastic Granules	-	1	-
Restaurant	1	-	-
Spares and Services	1	-	1
Toy making	1	-	-
WebDevelopment	2	-	-
	14	5	6

Chart:7



The table:8 below on Type of Industry and Educational Level illustrates the Industry type opted by the entrepreneurs and their educational level. It is evident that almost all the respondents are either graduates or post graduates. We can see that the entrepreneurs who are

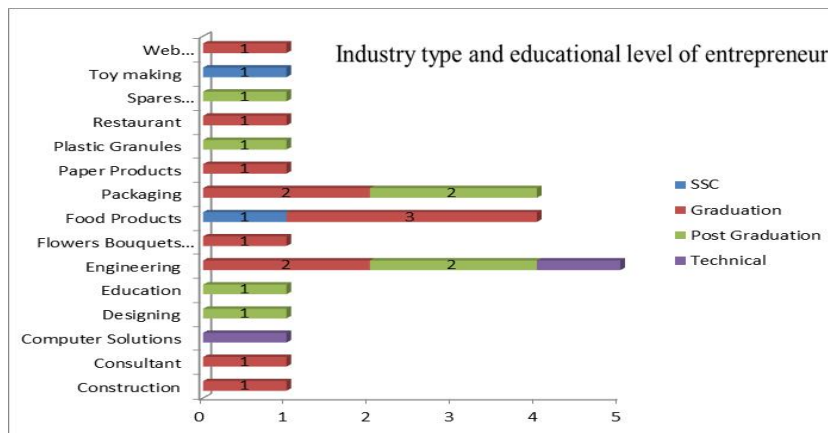
only SSC qualified had not chosen industry like engineering, construction, packaging, development and miscellaneous products rather they have opted food products and toy making. Thus education plays an important role in an individual life and help to shape them professionally and personally.

Table:8

Type of Industry and Educational Level of the entrepreneurs

Industry Type	Educational Level			
	SSC	Graduation	Post Graduation	Technical
Construction	-	1	-	-
Consultant	-	1	-	-
Computer Solutions	-	-	-	1
Designing	-	-	1	-
Education	-	-	1	-
Engineering	-	2	2	1
Flowers Bouquets and decoratives	-	1	-	-
Food Products	1	3	-	-
Packaging	-	2	2	-
Paper Products	-	1	-	-
Plastic Granules	-	-	1	-
Restaurant	-	1	-	-
Spares and Services	-	-	1	-
Toy making	1	-	-	-
Web Development	-	1	-	-
Total	2	13	8	2

Chart:8



Every enterprise has various departments as per the need of the business. As per the survey almost 40% people employed by these entrepreneurs were from production department, 24% consisted of HR and 12% from marketing and finance.

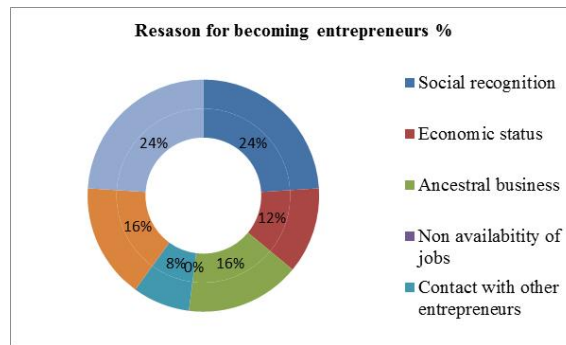
As seen in the table:9 below, for most of the women entrepreneur the main reason to start up the enterprise was to get Social recognition (24%) or increase the economic status (12%) or join ancestral business (16%) or be self-reliant (16%) and in all the cases their family was the main motivational force behind them. Also with proper business planning and the special

benefits given by the state government or central government or the financial institutions, these women have expanded their enterprise.

Table:9

Reason for Entrepreneurship	No of Entrepreneurs	% of Entrepreneurs
Social recognition	6	24
Economic status	3	12
Ancestral business	4	16
Non availability of jobs	0	0
Contact with other entrepreneurs	2	8
Self- reliant	4	16
others	6	24
Total	25	100

Chart:9



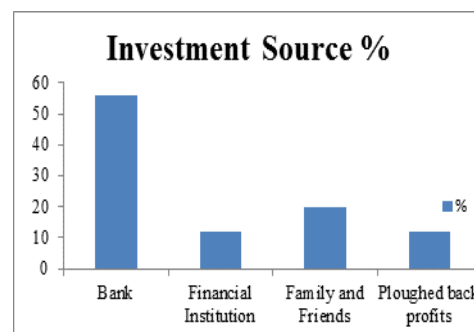
Finance:

Finance is vital for an enterprise at almost every stage of the business life cycle. Around 50% of the entrepreneurs had no problem in acquiring the finances. Though there was problem with the finances during the initial years however the source of funds were managed by either Banks (56%) or Financial Institutions (12%) or Family and friends (20%) and some had ploughed back profits (12%) reinvested. Banks play a major role in helping these women entrepreneurs to manage investment for start-ups by offering cheap loan schemes. Table: 10 below gives the details of the Investment source.

Table:10

Investment Source	No of respondents	%
Bank	14	56
Financial Institution	3	12
Family and Friends	5	20
Ploughed back profits	3	12
Total	25	100

Chart:10



Timely finances have helped around 96% entrepreneur to attain return on investment and they further wish to invest in innovation/new technology to gain more profit in the upcoming years.

Human Resource:

A sizeable amount of the enterprises have a strong Human Resource system which takes efforts to understand the needs and expectations of the employees. With respect to the type of enterprise, the role of employees is divided as executives (32%) or office staff/ factory employees (48%). Specific training is provided to the employees who help to increase the productivity of the business. In return the employees are benefitted with incentive, insurance, bonus etc.

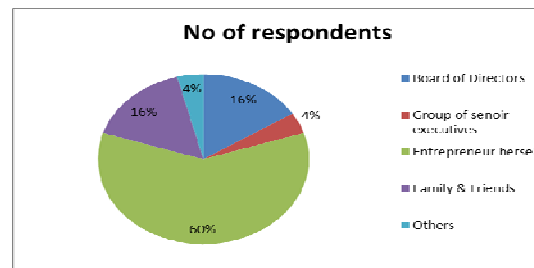
The problems of the employee are understood and acknowledged with appropriate solutions. It is noticed that the major decisions are taken by the entrepreneur (60%) or family & friends (16%) and sometimes by the board of directors (16%) or senior executives (4%) or others (4%) if it is a joint enterprise.

The below table:11 illustrates the involvement of major decision makers in the enterprise.

Table: 11

Major Decision Taker in the enterprise	No of respondents	per cent
Board of Directors	4	16
Group of senior executives	1	4
Entrepreneur herself	15	60
Family & Friends	4	16
Others	1	4
Total	25	100

Chart:11



Thus, it can be concluded that the involvement of the entrepreneur in decision making for the enterprise is more than the other members.

Production and Marketing:

Production and marketing are the two most important phases in the product cycle. The products and services are sometimes hampered due to inadequate production and poor marketing strategy. Products and service produced by these entrepreneurs has been grouped into engineering goods (12%), raw materials (20%) and spares (24%).

In the survey conducted around 36% of the entrepreneurs faced problems during the production phase due to low labour, power cuts etc. Hence to improve the production level innovative technology, quality control measures and sophisticated machineries are required.

As seen in the table:12 below on Type of Marketing, Marketing or promotion of the products is done with the help of direct marketing (72%) or wholesalers and retailers (20%) or others

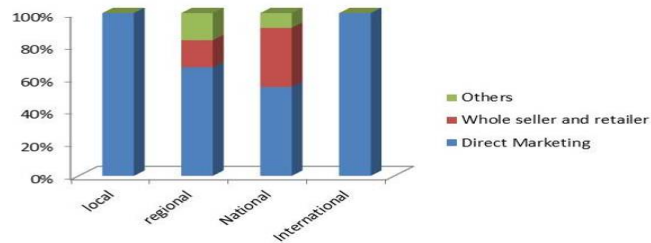
(8%). Goods/services are marketed in Local market (28%), regional market (24%), National (44%) and international (4%).

From the table: 12 below we can also note that the entrepreneurs use direct marketing (72%) more than the other marketing types irrespective of the type of market. Direct marketing is more cost effective and it also helps to build personal connections with the customers. Further it is also observed that penetration or exposure to international markets is very low.

Table:12

Marketing Channel	Type of Market %				Total
	local	regional	National	International	
Direct Marketing	28	16	24	4	72
Whole seller and retailer	0	4	16	0	20
Others	0	4	4	0	8
Total	28	24	44	4	100

Chart:12



The major issues faced in marketing the products are the growing competitors in the market. Hence with this neck-to-neck competition, survival of the enterprise is a major challenge to the entrepreneur.

Problems and prospects:

The obstacles that most women face in the day to day running of their enterprises are similar to those they encountered when starting a business. 72% of the entrepreneurs are satisfied and have plans to expand their enterprise using advanced training and latest machineries. 8% of the entrepreneurs who are not satisfied with the outcome need more information and help from government and financial institutions. 16% entrepreneurs are of moderate opinion and suggest training on professional competence and leadership skills should be extended to women entrepreneurs (refer the table:13 shown below)

Table:13

Satisfaction in life %	Success in enterprise %		
	Excellent	Modetate	Not successful
More	64	12	-
Less	4	4	-
Moderate	8	8	-
Not at all	-	-	-
	76	24	0

Though the entrepreneurs come across various problems but they fight with courage and overcome the hurdles. They have not forgotten their social responsibility and hence have helped the society in various ways like free training, local charity, green environment, pay fees for the children of the employees.

FINDINGS:

1. 8% of the respondents are below 30 years, 68% of the respondents are belonging to 31 – 40 years age group of the entrepreneurs. 16% of the respondents are between the ages of 41 - 50 year. 8% of the respondents are above 51 yrs.
2. 28% of the respondents are post-graduates. 48% of the respondents are graduates where as 8% of the respondents are matriculate while 8% have taken technical education.
3. 20% of the respondents are from backward and scheduled caste whereas remaining
4. 80% are from other caste. Since the number of entrepreneurs from scheduled caste and backward communities is very low, awareness is to be created about entrepreneurial opportunities among women by providing special attention.
5. 88% of the respondents are of married category while 4% divorced, 4% unmarried and 4 % widowed.
6. 56% of the finance sources were loan from banks, 12% of the respondents financed from financial institutions and 20% managed the finances from family and friends. Also there were 12% respondents who reinvested the ploughed of its. Finance is the first major problem for women entrepreneurs. Hence, the government can provide interest free loans to encourage women entrepreneurs. To attract more women entrepreneurs, the subsidy for loans should be increased.
7. 70% of the enterprises were located in urban area and the rest in the semi-urban areas. Location of the enterprise plays a major role in the success of the survival. Improper

location and inadequate infrastructure facilities are the hurdles in the way of development of women entrepreneurship.

8. 72% of the respondents use direct marketing for the promotion of their products which around 20% go through wholesalers and retailers and 8% opt other methods of marketing.

CONCLUSION

Women have the potential and the determination to set up, uphold and supervise their own enterprises in a very systematic manner. Appropriate support and encouragement from the society in general and family members in particular is required to help them scale new heights in their business ventures. The right kind of assistance from family, society and government can make these Women Entrepreneurs a part of the mainstream of national economy and they can contribute to the economic progress of India in this era of globalization. Women are an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. Encouragement for women entrepreneurship is one of the ways for that. But unfortunately it is seen that the traditional mind set of the society and negligence of the state and respective authorities are important obstacles in the women entrepreneurship development in India. Apart from the responsibility of the state and society, absence of a definite agenda of life, absence of balance between family and career obligations of women, poor degree of financial freedom for women, absence of direct ownership of the property to women, paradox of entrepreneurial skill & finance in economically rich and poor women, no awareness about capacities, low ability to bear risks, problems of work with male workers, negligence by financial institutions, lack of self-confidence, lack of professional education, mobility constraints and lack of interaction with successful entrepreneurs are major problems of women entrepreneurship development in India. Therefore, there is need of continuous attempt to inspire, encourage, motivate and co-operate with women entrepreneurs, awareness programmes should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.

REFERENCES

1. Greenberg Danna, Mckone Kate, Wilson H. James (2011): "The New Entrepreneurial Leader", Berrett-Koehler Publishers, San Francisco, California
2. Dr. Parmjeet Kaur Dhillon (1993) : "Women Entrepreneurs Problems and Prospects", Blaze Publishers and Distributors Pvt. Ltd, New Delhi
3. Thakur Anil Kumar, Dr. Rahman A (2009): "Women Entrepreneurship", Deep & Deep Publications Pvt. Ltd, New Delhi
4. Vinze, Medha Dubashi (1987): "Women Entrepreneurs in India", Mittal Publications, New Delhi.
5. Arora R. and Sood, S.K.(2005): "Fundamentals of Entrepreneurship and Small Business", Kalyani Publishers, Ludhiana
6. Entrepreneurship and small business management (1999): "Dr. Gupta C.B, Dr. Khanka S.S", Sultan Chand and sons publications, New Delhi
7. Naidu N.V.R, Rao T. Krishna (2008): "Management and Entrepreneurship", I.K. International Publication House Pvt. Ltd, New Delhi
8. Kamala Singh (1992), "Women Entrepreneurs", Ashish Publishing House, New Delhi.
9. Chandra Shantha Kholi (1997): "Development of Women Entrepreneurship", Mittal Publications, New Delhi.
10. Lavanya. T. (2010): "Women empowerment through entrepreneurship", New Century Publications, New Delhi
11. Dhameja S K (2002), Women Entrepreneurs: "Opportunities, Performance and Problems", Deep Publisher Pvt. Ltd., New Delhi.
12. Bliss, R. T., & Garratt, N. L. (2001): "Supporting women entrepreneurs in transitioning economies." *Journal of Small Business Management*, 39 (4), 336-344.