

RANI ANNA GOVERNMENT COLLEGE FOR WOMEN

**Re-accredited with B grade by NAAC
Gandhinagar, Tirunelveli – 627 008**

Vol. 3

Special Issue: 2

March 2016

ISSN: 2321 – 788X

WOMEN ENTREPRENEURSHIP



**SHANLAX INTERNATIONAL JOURNAL
OF ARTS, SCIENCE AND HUMANITIES**

(A Peer-Reviewed-Refereed/Scholarly Quarterly Journal)

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Women constitute around half of the total world population and also in India. Today's Indian women are enjoying the fruit of globalization marking an influence on the domestic and international sphere. They have carved a niche for themselves in the male dominated world. Indian women well manage both burden of work in household front and meeting the deadlines at the work place. Entrepreneurship is a more suitable profession for women than regular employment in public and private sectors since they have to fulfill dual roles. Entrepreneurship emerges from an individual's creative spirit into long-term business ownership, job creation, and economic security. Women bring commitment and integrity because they care about economic empowerment, entrepreneurial development and innovation. Women have been taking increasing interest in recent years in income generating activities, self employment and entrepreneurship. This is seen in respect of all kinds of women both in urban and rural areas. Women are taking up both traditional activities like knitting, pickle making, toy making, jam and jelly and also nontraditional activities like computer training, catering services, beauty parlor, gym etc.

"Only a life lived for others is a life worthwhile". Yes. Today there is a greater awakening among women. In education, they have not only excelled but also become top makers. Likewise, in office and industry, many have shown brilliant results. Even in rural India with education, women have shown better performance. Educating women is absolutely essential in straightening her personality. The need of the hour is to provide an opportunity in a conducive atmosphere free from gender differences. It is, therefore, encouragement of the growing intensity of motivation amongst educated young women for coming in the entrepreneurial stream and extends support with scientifically designed package of the technical and financial assistance. The non-governmental organizations have a bigger role in stimulating and nurturing the spirit of entrepreneurship among women. Towards this end, an integrated approach is necessary for making the movement of women entrepreneurship a success. To build and to educate entrepreneurial spirit, traits, insights and inputs among the young women of our campus and the young women from the nearby districts, the IQAC of our college with the sponsorship of Tamilnadu State Council for Higher Education put an effort to conduct a conference on Women Entrepreneurship for two days. I wish the readers to carry the message of Women Entrepreneurship around the world to make Indian women as National Builders.

Principal

Editorial

In India, women comprise about 30 percent of corporate senior management positions, which is notably higher than the global average of 24 percent. Women entrepreneurs constitute only 10 percent of the total number of entrepreneurs in the country. Women are generally perceived as home makers with little to do with economy or commerce. But this picture is changing. In Modern India, more and more women are taking up entrepreneurial activity especially in medium and small scale enterprises. Even as women are receiving education, they face the prospect of unemployment. In this background, self employment is regarded as a cure to generate income. The Planning commission as well as the Indian government recognizes the need for women to be part of the mainstream of economic development. Women entrepreneurship is seen as an effective strategy to solve the problems of rural and urban poverty.

This issue has been very carefully put together covering a range of articles related to Women Entrepreneurship in various perspectives. Researchers from various fields of Commerce, Management, Economics, History and English bring out their views and researches on Women Entrepreneurship. Researchers from Tirunelveli, Tuticorin, Kanyakumari, Madurai, Karaikudi, Chennai and from Ethiopia have contributed articles. We hope that the research featured here sets up many new milestones. This journal has been initiated with support of a grant from Tamilnadu State Higher Education Council (TANSCHÉ) and by the Internal Quality Assurance Cell (IQAC) of Rani Anna Government College for Women, Tirunelveli. At this juncture, it is my pleasure to thank the Dr. C. Vijayambika, Principal, Rani Anna Government College for Women, Tirunelveli, supporters, well wishers, committee members of IQAC and all the contributors for their efforts and encouragements. My special appreciation goes to Shanlax Publications, Madurai for their neat and timely execution of the work.

Dr. V. Darling Selvi

Editor's Profile

Dr. V. Darling Selvi is currently working as Assistant Professor of Commerce, Rani Anna Government College for Women, Tirunelveli, Tamilnadu, India. She has 23 years of teaching and 15 years of Research experience. She has produced 53 M.Phil scholars and 13 Ph.D scholars so far. She has published more than 174 articles in National and International Journals and presented more than 140 papers in National and International Conferences till date. She has completed one Major and one Minor Projects sponsored by University Grants Commission (UGC) and one Minor Research Project sponsored by Tamilnadu State Council for Higher Education (TANSCHÉ). She served as resource person and trainer in various conferences and training programs. She has organized one International conference and one National level Workshop. Her first book entitled "Education and Employment Scenario of Women" was published by LAMBERT Academic Publishing, Germany and the second book entitled "Efficacy of Financial Inclusion Measures to Reach the Unbanked" was published by BONFRING Intellectual Integrity, Coimbatore.

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PROBLEMS FACED BY THE WOMEN ENTREPRENEURS

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Abstract

Entrepreneurs play a key role in any economy. These are the people who have the skills and initiative necessary to take good new ideas to market and make the right decisions to make the idea profitable. The reward for the risks taken is the potential economic profits the entrepreneur could earn. Technically, a "women entrepreneur" is any woman who organizes and manages any enterprise, usually with considerable initiative and risk. However, quite often the term "women-owned business" is used relative to government contracting. In this instance, the entrepreneur (a woman) owns (more than 50%), controls and runs the enterprise. Data has been collected from number of articles, books, periodicals and websites. At the end some major problems faced by Indian women entrepreneurs, and steps taken by the government for up liftment of Indian women entrepreneurs are discussed.

Keywords: *women entrepreneur, problems, factors influencing women entrepreneurship.*

Introduction

Before the 20th century, women operated businesses as a way of supplementing income. In many cases, they were trying to avoid poverty or were replacing the income from the loss of a spouse. At that time, the ventures that these women undertook were not thought of as entrepreneurial. Many of them had to bow to their domestic responsibilities. Women entrepreneurs may be defined as a "Woman or a group of women who initiate, organize and run a business enterprise". Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman run an enterprise is defined as "an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women". This has been a significant growth in self-employment of women with women now starting new ventures at three times the rate of men. They constitute 50% of the population of our country with a lower literacy rate than men. In the traditional society, they were confined to the four walls, playing household roles, but in the modern society, they are coming out to participate in all sorts of activities. Normally, women entrepreneurship is found in the extension of their kitchen activities, mainly in preparing commercially the 3" P" s namely, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational services, consultation or public relations, beauty clinics, etc. Women

enter entrepreneurship due to economic factors which pushed them to be on their own and urge them to do something independently. Women prefer to work from their own work residence, difficulty in getting suitable jobs and desire for social recognition motivate them towards self-employment.

Problems Faced by Indian Women Entrepreneurs

1. Family ties: Women in India are very emotionally attached to their families. They are supposed to attend to all the domestic work, to look after the children and other members of the family. They are over burden with family responsibilities like extra attention to husband, children and in laws which take away a lots of their time and energy. In such situation, it will be very difficult to concentrate and run the enterprise successfully.

2. Male dominated society: Even though our constitution speaks of equality between sexes, male chauvinism is still the order of the day. Women are not treated equal to men. Their entry to business requires the approval of the head of the family. Entrepreneurship has traditionally been seen as a male preserve. All these puts a break in the growth of women entrepreneurs.

3. Lack of education: Women in India are lagging far behind in the field of education. Most of the women (around sixty per cent of total women) are illiterate. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage, partly due to son's higher education and partly due to poverty. Due to lack of proper education, women

entrepreneurs remain in dark about the development of new technology, new methods of production, marketing and other governmental support which will encourage them to flourish.

4. Social barriers: The traditions and customs prevailed in Indian societies towards women sometimes stand as an obstacle before them to grow and prosper. Castes and religions dominate with one another and hinders women entrepreneurs too. In rural areas, they face more social barriers. They are always seen with suspicious eyes.

5. Shortage of raw materials: The scarcity of raw materials, sometimes nor, availability of proper and adequate raw materials sounds the death-knell of the enterprises run by women entrepreneurs. Women entrepreneurs really face a tough task in getting the required raw material and other necessary inputs for the enterprises when the prices are very high.

6. Problem of finance: Women entrepreneurs stiffer a lot in raising and meeting the financial needs of the business, Bankers, creditors and financial institutes are not coming 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.

7. Tough competitions: 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: Several factors including inefficient management contribute to the high cost of production which stands as a stumbling block before women entrepreneurs. Women entrepreneurs face technology obsolescence due to non-adoption or slow adoption to changing technology which is a major factor of high cost of production.

9. Low risk-bearing capacity: Women in India are by nature weak, shy and mild. They cannot bear the amount risk which is essential for running an enterprise. Lack of education, training and financial support from outsiders also reduce their ability to bear the risk involved in an enterprises.

10. Limited mobility: Women mobility in India is highly limited and has become a problem due to traditional values and inability to drive vehicles. Moving alone and asking for a room to stay out in the night for business purposes are still looked upon with suspicious eyes. Sometimes, younger women feel uncomfortable in dealing with men who show extra interest in them than work related aspects.

11 Lack of 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 entrepreneurship women entrepreneurs fail to tide over the risks and troubles that may come up in an organisational working.

12 Limited managerial ability: Management has become a specialised job which only efficient managers perform. Women entrepreneurs are not efficient in managerial functions like planning, organising, controlling, coordinating, staffing, directing, motivating etc. of an enterprise. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.

13 Legal formalities: Fulfilling the legal formalities required for running an enterprise becomes an upheaval task on the part of an women entrepreneur because of the prevalence of corrupt practices in government offices and procedural delays for various licenses, electricity, water and shed allotments. In such situations women entrepreneurs find it hard to concentrate on the smooth working of the enterprise.

14. Exploitation by middle men: Since women cannot run around for marketing, distribution and money collection, they have to depend on middle men for the above activities. Middle men tend to exploit them in the guise of helping. They add their own profit margin which result in less sales and lesser profit.

15. Lack of self confidence: Women entrepreneurs because of their inherent nature, lack of self-confidence which is essentially a motivating factor in running an enterprise successfully. They have to strive hard to strike a balance between managing a family and managing an enterprise. Sometimes she has to sacrifice her entrepreneurial urge in order to strike a balance between the two.

Steps Taken By the Indian Government

The growth and development of women entrepreneurs required to be accelerated because entrepreneurial development is not possible without the participation of women.

Therefore, a congenial environment is needed to be created to enable women to participate actively in the entrepreneurial activities. The Government of India has also formulated various training and development cum employment generations programs for the women to start their ventures. These programmes are as follows:

1 Seventh Five-Year Plan: In the seventh five-year plan, a special chapter on the "Integration of women in development" was introduced by Government with following suggestion:

- **Specific target group:** It was suggested to treat women as a specific target groups in all major development programs of the country.
- **Arranging training facilities:** It is also suggested in the chapter to devise and diversify vocational training facilities for women to suit their changing needs and skills.
- **Developing new equipments:** Efforts should be made to increase their efficiency and productivity through appropriate technologies, equipments and practices.
- **Marketing assistance:** It was suggested to provide the required assistance for marketing the products produced by women entrepreneurs.
- **Decision-making process:** It was also suggested to involve the women in decision-making process.

2. Eight Five-Year Plan: The Government of India devised special programs to increase employment and income-generating activities for women in rural areas.

- Prime Minister Rojgar Yojana and EDPs were introduced to develop entrepreneurial qualities among rural women.
- "Women in agriculture" scheme was introduced to train women farmers having small and marginal holdings in agriculture and allied activities.
- To generate more employment opportunities for women KVIC took special measures in remote areas.
- Women co-operatives schemes were formed to help women in agro-based industries like dairy farming,

poultry, animal husbandry, horticulture etc. with full financial support from the Government.

- Several other schemes like integrated Rural Development Programs (IRDP), Training of Rural youth for Self employment (TRYSEM) etc. were started to alleviate poverty. 30-40% reservation is provided to women under these schemes.

3 Ninth Five-Year Plan: Economic development and growth is not achieved fully without the development of women entrepreneurs. The Government of India has introduced the following schemes for promoting women entrepreneurship because the future of small scale industries depends upon the women-entrepreneurs: Trade Related Entrepreneurship Assistance and Development (TREAD) scheme was launched by Ministry of Small Industries to develop women entrepreneurs in rural, semi-urban and urban areas by developing entrepreneurial qualities.

Conclusion

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

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AN OVERVIEW OF SCHEMES AVAILABLE FOR RURAL WOMEN ENTREPRENEURS

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Introduction

Government of India (1984) has defined woman entrepreneur as “an enterprise owned and controlled by a women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of employment generated in the enterprise to women”. This definition does not suit to rural women entrepreneurs in India. Any rural woman or a group of rural women, which innovates, imitates or adapts an economic activity, may be referred as a rural woman entrepreneur. Secondly, rural woman entrepreneur could be defined as an adult rural woman who creates, owns, and runs an enterprise in rural area. Women participation is very low in parliament (10%), labour force (28.8%) and in attendance of secondary education (26.6%). Female literacy rate has improved from 8.9% in 1952 to 65.5% in 2011, but still it is below the world average 79.7%.

Women Entrepreneurship Past and Present

In the advanced countries of the world, there is a phenomenal increase in the number of self-employed women after the Second World War. In the Indian context, participation of women as entrepreneurs commenced from 1970s onwards. Earlier, women were associated with 3 K” s – Kitchen, Kids and Knitting. Then came 3 P” s – Powder, Papad and Pickles. In urban India, women, entrepreneurs are found in 4 E” s - Electricity, Electronics, Energy and Engineering. However, women in rural India have confined themselves to petty business and tiny cottage industries. Majorities of rural women entrepreneurs are concentrated in low-paid, low-skilled, low technology and low-productivity jobs. They have basic indigenous

knowledge, skill, potential to establish, and manage enterprise.

Opportunities for Rural Entrepreneurs

Integrated Rural Development Programme: The main objectives of integrated rural development Programme is to increase the income generating power of family who are below the poverty line to alleviate the poverty. They impart technical & entrepreneurial skills & raise the income level of the poor. Some of the major employment & anti poverty programme are:

A. IRDP (Integrated Rural Development Programme) and its Allied Programme

- TRYSEM (Training Rural Youth for Self Employment)
- DWCRA (Development of women and Children in Rural Areas)

B. JRY (Jawahar Rozgar Yojna): It is wage Employment programme. Implemented by Panchayats at Village, Block & District level in the ratio. 70:15:15 etc.

- Regional Rural Development Centres.
- Technology for Bank.
- Fund for Rural Innovation.
- Social Rural entrepreneurship.
- Entrepreneurship Development Institute of India.

Rural and women Entrepreneurship Challenges

Business opportunities are not created by external intervention—they arise from markets and entrepreneurial capabilities. The issue is to enable rural and women entrepreneurs to take advantage of market opportunities. Micro- and small-scale enterprises (MSE) are affordable and manageable by rural people. They

create a large number of non-farm employments and income opportunities in relatively poorly developed areas and require small capital and little sophisticated managerial and technical skills. MSEs are also the seedbeds for a broad development of the private sector throughout the country, forming the foundation for the national economy and social development at the grassroots.

Schemes for rural business

Rural India poses a huge entrepreneurial potential, which is still remain unexplored. Lack of awareness about government policies and schemes is a major hurdle in the growth of rural entrepreneurs. Here are some schemes that can be of great help to rural businessmen.

• Prime Minister Employment Generation

Programme: The scheme provides subsidy for entrepreneurs. It has been implemented by Khadi and Village Industries Commission (KVIC) through identified banks, only for new projects. Subsidy varies from 15% to 35%, with 5% to 10% beneficiaries' contribution, and the balance through banks as term loan and working capital loan. Aspiring entrepreneurs, Self Help Groups (SHGs), etc can apply through KVIC

2. Janashree Bima Yojana For Khadi Artisans: It is a group insurance for khadi artisans formulated by KVIC with LIC. Insurance cover to khadi artisans for natural death due to accident and loss of both eyes and both limbs, plus a scholarship up to 12th standard for two children. Khadi spinners and weavers aged between 18 years and 59 years, and below and marginally above poverty line

3. Market Development Assistance: Under this scheme, financial assistance are provided for khadi institutions to improve outlets and production processes besides giving incentive to customers. 20% of production cost for khadi cotton, woolen silk and poly vastra against the approved production target and Khadi institutions of A+, A, B and C categories can apply.

4. Rejuvenation, Modernisation and Technology Upgradation of Coir Industry (REMOT): The credit linked subsidy for setting up of coir units with project cost plus one cycle of working capital (up to 25% of the project cost and not to be considered for subsidy). 55% bank loan, 40% margin money (subsidy) as government grant, 5%

beneficiary contribution and Individuals, SHGs, NGO can apply

5. Centrally Sponsored Schemes (CSS) of Export

Market Promotion: The CSS is provided for the overall development of coir industry; to support modernisation of export-oriented units to popularise coir products in global markets, and to participate in international fairs, seminars, etc. Up to Rs 2 lakh for participating in fairs and 25% of production cost with a ceiling of Rs 15,000 for publicity material. Any coir MSME, any coir exporter MSME with Free-on-Board (FoB) turnover below Rs 2 crore and registered with Coir Board from Coir Board field offices through DICs can apply.

6. Skill Upgradation & Quality Improvement And 19

Mahila Coir Yojana: Skill training to develop coir industry, and the provision of spinning equipment to women to empower them. Two months of training with Rs 750 per month stipend, one-time subsidy of 75%, cost of motorised traditional rates, with a ceiling. Any coir MSME, any coir exporter MSME with FoB turnover below Rs 2 crore and registered with Coir Board

7. Development of Production Infrastructure: Provides modern infrastructure for production units leading to improved productivity, quality and employment opportunities. 25% cost of equipment with a maximum ceiling of Rs 9 lakh and up to Rs 2 lakh for modernisation/renovation and New coir processing units registered with Coir Board can apply.

8. Welfare Measures Scheme (Coir Workers): Accident insurance providing financial compensation for disabled/nominee. Accident death: Rs 50,000; Permanent total disability: Rs 50,000; Permanent partial disability: Rs 25 000; Provision for finger cut: as applicable. Coir workers aged above 18 years are eligible to apply.

9. Programme for Promotion of Village Industry Cluster - Rural Industry Service Centre (RISC) for

Khadi And Village Industry: To provide infrastructure support and services for local units to upgrade production capacity and skills, and market promotion. Maximum of Rs 25 lakh with 25% self-contribution, in three equal instalments. Farmers, entrepreneurs, NGOs, SHGs, etc can apply through KVIC website

Conclusion

Making use of the government policies and schemes for the betterment of rural people, some

individuals who happen to be local leaders and NGOs and who are committed to the cause of the rural people have been catalytic agents for development. Though their efforts need to be recognized yet much more needs to be done to reverse the direction of movement of people, i.e. to attract people in the rural areas. It means not only stopping the outflow of rural people but also attracting them back from the towns and cities where they had migrated. This is possible when young people consider rural areas as places of opportunities.

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THE ROLE OF GOVERNMENT IN NURTURING WOMEN ENTREPRENEURS IN INDIA

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Abstract

Women today form an active section of the society, involved in all sorts of functions and performing all kinds of duties, shouldering man at each and every stage. They are active partners in the development of the country and work for it. In fact, women constitute a vital part of the work force in any business establishment and even in industries. Now, they are joining those professions as well which were earlier considered to be the domain of males only. In a responsible manner, they share the burden of man. Entrepreneurship is an art and to some person it is in bome or it may have to be developed which makes one successful in whichever enterprise she takes up and pursues to reach its Zenith. Economic development originates and fosters in relation to the strength and health of the local entrepreneurship and to the rate of its germination and generation.

Keywords: Government Records, Women Entrepreneurs, Websites

Introduction

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women|| . Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their on legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

Reasons for Women Becoming Entrepreneurs

The glass ceilings are shattered and women are found indulged in every line of business. The entry of women into business in India is traced out as an extension of their kitchen activities, mainly 3P's, Pickle, Powder and Pappad. But with the spread of education and passage of time women started shifting from 3P's to modern 3E's i.e.,

Energy, Electronics and Engineering Women Entrepreneur' is a person who accepts challenging role to meet her personal needs and become economically 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 the advent of media, 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 that the job seekers are turning into job creators. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff. But a 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.

Steps Taken By the Indian Government

1 . Seventh Five-Year Plan: In the seventh five-year plan, a special chapter on the "Integration of women in development" was introduced by Government with following suggestion:

A) Specific target group: It was suggested to treat women as a specific target groups in all major development programs of the country.

- B) Arranging training facilities: It is also suggested in the chapter to devise and diversify vocational training facilities for women to suit their changing needs and skills.
- C) Developing new equipments: Efforts should be made to increase their efficiency and productivity through appropriate technologies, equipments and practices.
- D) Marketing assistance: It was suggested to provide the required assistance for marketing the products produced by women entrepreneurs.
- E) Decision-making process: It was also suggested to involve the women in decision-making process.

2. Eight Five-Year Plan: The Government of India devised special programs to increase employment and income-generating activities for women in rural areas. The following plans are launched during the Eight-Five Year Plan:

- A) Prime Minister Rojgar Yojana and EDPs were introduced to develop entrepreneurial qualities among rural women.
- B) Women in agriculture“ scheme was introduced to train women farmers having small and marginal holdings in agriculture and allied activities.
- C) To generate more employment opportunities for women KVIC took special measures in remote areas.
- D) Women co-operatives schemes were formed to help women in agro-based industries like dairy farming, poultry, animal husbandry, horticulture etc. with full financial support from the Government.
- E) Several other schemes like integrated Rural Development Programs (IRDP), Training of Rural youth for Self employment (TRYSEM) etc. were started to alleviate poverty. 30-40% reservation is provided to women under these schemes.

3.Steps taken by Government during Ninth Five-Year Plan: Economic development and growth is not achieved fully without the development of women entrepreneurs. The Government of India has introduced the following schemes for promoting women entrepreneurship because the future of small scale industries depends upon the women-entrepreneurs:

- (a) Trade Related Entrepreneurship Assistance and Development (TREAD) scheme was launched by Ministry of Small Industries to develop women

entrepreneurs in rural, semi-urban and urban areas by developing entrepreneurial qualities.

- (b) Women Component Plan, a special strategy adopted by Government to provide assistance to women entrepreneurs.
- (c) Swarna Jayanti Gram Swarozgar Yojana and Swarna Jayanti Sekhari Rozgar Yojana were introduced by government to provide reservations for women and encouraging them to start their ventures.
- (d) New schemes named Women Development Corporations were introduced by government to help women entrepreneurs in arranging credit and marketing facilities.
- (e) State Industrial and Development Bank of India (SIDBI) has introduced following schemes to assist the women entrepreneurs. These schemes are: (i) Mahila Udyam Nidhi (ii) Micro Credit Scheme for Women (iii) Mahila Vikas Nidhi (iv) Women Entrepreneurial Development Programmes (v) Marketing Development Fund for Women

4. Consortium of Women entrepreneurs of India provides a platform to assist the women entrepreneurs to develop new, creative and innovative techniques of production, finance and marketing. There are different bodies such as NGOs, voluntary organizations, Self-help groups, institutions and individual enterprises from rural and urban areas which collectively help the women entrepreneurs in their activities.

5. Training programmes: The following training schemes especially for the self employment of women are introduced by government: (i) Support for Training and Employment Programme of Women (STEP). (ii) Development of Women and Children in Rural Areas (DWCRA). (iii) Small Industry Service Institutes (SISIs) (iv) State Financial Corporations (v) National Small Industries Corporations (vi) District Industrial Centres (DICs)

6 .Mahila Vikas Nidhi: SIDBI has developed this fund for the entrepreneurial development of women especially in rural areas. Under Mahila Vikas Nidhi grants loan to women are given to start their venture in the field like spinning, weaving, knitting, embroidery products, block printing, handlooms handicrafts, bamboo products etc.

7 .Rashtriya Mahila Kosh: In 1993, Rashtriya Mahila Kosh was set up to grant micro credit to poor women at

reasonable rates of interest with very low transaction costs and simple procedures.

Reasons for Slow Progress of Women Entrepreneurs in India

- The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal- male dominant social order is the building block to them in their way towards business success. Women entrepreneurs have to face a stiff competition with the men entrepreneurs who easily involve in the promotion and development area and carry out easy marketing of their products with both the organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women entrepreneurs.
- Lack of self-confidence, will-power, strong mental outlook and optimistic attitude amongst women creates a fear from committing mistakes while doing their piece of work. The family members and the society are reluctant to stand beside their entrepreneurial growth. Women in India lead a protected life.
- Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations.
- The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again. Indian women give more emphasis to family ties and relationships.
- Married women have to make a fine balance between business and family. Women's family and personal obligations are sometimes a great barrier for succeeding in business career. Only few women are able to manage both home and business efficiently, devoting enough time to perform all their responsibilities in priority. The educational level and family background of husbands also influences women participation in the field of enterprise.
- Many women take the training by attending the Entrepreneurial Development programme without an entrepreneurial bent of mind. Women who are imparted training by various institutes must be verified on account of aptitude through the tests,

interviews, etc. High production cost of some business operations adversely affects the development of women entrepreneurs.

- The installations of new machineries during expansion of the productive capacity and like similar factors discourage the women entrepreneurs from venturing into new areas.
- Women hardly make use of advanced software available like statistical software SAP, Accounting Package like TALLY, Animation software 3D MAX, internet, etc Lack of awareness about the financial assistance in the form of incentives, loans, schemes etc. by the institutions in the financial sector. So the sincere efforts taken towards women entrepreneurs may not reach the entrepreneurs in rural and backward areas.
- The low level of education and confidence leads to low level achievement and advancement motivation among women folk to engage in business operations and running a business concern.

Conclusion

Women today are playing a very important role in all walks of life, and have entered into all developmental areas. Many women have proved that they are more capable of doing things with more efficiency than men, especially in decision making. In view of the above qualities, they are also becoming good entrepreneurs for development of business and industry. In modern era, entrepreneurial classes of women are playing an increasingly prominent role in the various scopes of industrial growth and economic development. Entrepreneurship amongst women is relatively recent phenomenon, which is gradually changing the growth sensitivity to the roles, responsibilities and economic states of women in the society in general and family in particular.

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SOCIO ECONOMIC AND PSYCHOLOGICAL PROBLEMS OF WOMEN ENTREPRENEURS

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Introduction

"I measure the progress of the community by the degree of progress which women have achieved" says Dr BR Ambedkar. Accordingly, the status of women could be the best indicator of a nation's progress. Women's active role is regarded as an integral part of a progressive social system. Down the ages, the potentials of women were suppressed which are now being uplifted in the form of entrepreneurship development which has a very significant part in the national development. Women Entrepreneurs are that section of female population who venture out into industrial activities. They initiate, organize and operate a business enterprise. The Government of India (1988) defines women enterprise as an enterprise owned and controlled by a women entrepreneur within a minimum financial interest of 51% of the capital by her and giving at least 50% employment to women .

Women Entrepreneurship Development in India

In India, 1970s onwards the development of women entrepreneurship has been prioritized as an important aspect of the nation's financial plans. Though India has great entrepreneurial potential, the entrepreneurial abilities of women have been untapped due to the lower status of women in the society. Entrepreneurship amongst women has been a recent concern in India and the development of women entrepreneurship here is very low. Indian women are striking a balance between traditional and progressive values of the society in transition through playing dual responsibility at home and at the work place. Though women have realized their existence and their rights and increased their involvement in economic activities, only women of upper classes in urban cities do reach their goal in this field and women of middle class are not very much ready to alter their role in fright of social retaliation.

Problems of Women Entrepreneurs in India

Women entrepreneurs in India face many problems to get ahead their life in business. The major problems faced by women entrepreneurs can be classified under social, financial, organizational, production, marketing and psychological etc. Social barriers to women entrepreneur include unjust social, economical and cultural system prevailing in the Indian society; discriminating treatment; lack of social acceptance; resistance and inhibition; inadequate encouragement and motivation; responsibility towards family; contribution remain unaccounted i.e., lack of recognition and traditional Indian culture/social attitudes do not appreciate independence for women particularly in rural areas etc.

Socio-Economic Environment and Its Influence on Women Entrepreneurs

The economic development of any country can be achieved with the planned and persevering business activities facilitated. Entrepreneurship grasps all the opportunities for commercial exploitation through creating employment on one hand and earning profits on the other. In every business enterprise, different environmental variables exist internally and externally. Thus the business environment consists of two sub-environments viz., internal (micro) environment and external (macro) environment including market environment. The business environment is the product of various dynamic factors, i.e., economic, social, political, geographical, religious and technological. Usually, business decisions are taken in the presence of these environmental factors and the business operations include the conditions, events, factors that influence the working of business. These environmental variables have either a positive or negative influence on the enterprise.

Psychological Problems

1. **Financial Stress:** Entrepreneurship is directly associated with the finance or capital. It gives life to

the business. It also enables them to take bold steps and bear risks. Female entrepreneurs throughout the world are facing financial problems. Their level may vary from state to state and society to society. If anyone against the will of the male members of her family gets share from the property then she has to bear the cost in the form of social isolation. Financial stress on one side affects their business while on the other it hurts their health and the health of their children.

2. **Social Isolation:** It refers to a complete or near-complete lack of contact with people and society. As we know that man is a social animal, he/she cannot live alone, to achieve high position in a society, he has to interact with other fellow beings. The types and natures of interactions matter a lot to explore oneself. In the western world the interaction is participatory and females can highlight their concerns.
3. While in the developing and traditional societies the situation is humiliating and painful. First of all since their birth the elders of the families want to confine them to the walls of the house. So, the social interaction for them means interaction with the family interaction. Many female interactions are confined to family members because they are not being sent to the school for study. In the case if they are sent to the school on this condition that they are not allowed to interact with any boy. So, outer interaction is also confined to the same gender. In this situation, females are trained in a social isolation.
4. **Harassment:** Woman harassment is a common factor in all the societies but in some states it is more prevalent than others. Some states have legislated rules for harassment while others are still progressing to adopt such measure to check harassment. Harassment has become very complex in modern society. It has been classified as, physical harassment, sexual harassment, psychological harassment, economic harassment and sociological harassment. A lot of literature has been produced on sexual and physical harassment but very little has been written on psychological harassment. This type of harassment exists

everywhere. In developed world different rules have been made to check staring and giving obnoxious gestures.

5. **Depression:** Depression may be described as feeling sad, unhappy, and miserable. It is very common in the female entrepreneurs in India. Some of them have this problem by birth from the parents but majority of them are suffering from this due to stressful life, neglect, death of close family member and divorce or separation. All these problems collectively cause psychological problems in the female entrepreneurs. The stressful life not only affects, but also causes unbearable loss to their business
6. **Poor Infrastructure:** India is very famous in the world due to absence of gas, electricity and water. All the people in India are passing through the traumatic phase of their life. In such unpleasant life all the people are suffering from some psychological stress and strain. Females being the managers of the household affairs are under severe stress.
7. **Social Discrimination:** Females being females are discriminated since their birth. In most of the families it has been observed that on the call of a nurse that God has blessed you with a baby girl, parents and other relatives become unhappy. Then throughout their lives they have to face this discrimination from the parents and other family members. The society adds fuel to fire and makes their lives miserable. It has become very difficult for them to move in society till their marriage.

Conclusion

Women, who are engaged in some sort of entrepreneurial activities, have a very poor image in Indian society. They have been placed as morally corrupt and socially disturbed segment of society. Conclusively it is stated that no state can achieve sustainable economic development without the involvement of women. They are the essential part of social capital of a state. It is not possible without removing their problems particularly related to their psychological concerns.

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“WOMEN SELF HELP GROUPS IN INDIA – HISTORICAL PERSPECTIVE”

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Introduction

This article is a humble attempt to know about the Women Self Help Groups in India. In India soon after independence, there has been an aggressive effort on the part of the Government, which was concerned with improving the access of the rural poor to formal credit system. Some of these measures have been institutional, while some others were through implementation of focused programmes for removal of rural poverty. Reaching out of the far-flung rural areas to provide credit and other banking services to the hitherto neglected sections of the society is an unparalleled achievement of the Indian Banking System.¹ The main emphasis is the spread of the banking network and introduction of new instruments and credit packages and programmes were to make the financial system responsive to the needs of the weaker sections in the society comprising small and marginal farmers, rural artisans, landless agricultural and non-agricultural labourers and other small borrowers falling below the poverty line. With the implementation of the above policies, further the Government of India in its developmental planning emphasized the promotion of agriculture and other allied economic activities through credit intervention for ensuring integrated rural development and securing the prosperity of the rural areas. In pursuance of this, formal credit institutions have been guided by the principle of growth with equity and a large share of the credit disbursed for various activities was channelized towards the weaker sections of the society.² In spite of these impressive achievements in the expansion of the credit delivery system and the special programmes, nearly half the indebted rural households are still outside the ambit of the institutional credit system. They approach the moneylenders for meeting their consumption and production in the absence of institutional support. Some of the poor who have not been reached even by the vast

network of the institutional credit delivery system, have organized themselves into self help groups (SHGs) and many such groups have come into existence either spontaneously or with the active involvement of the Voluntary Agencies which motivated the rural poor to pool their meagre financial resources for meeting their small and frequent consumption and production credit needs.³

Initiatives by NABARD

The potential of SHGs to develop as local financial intermediaries to reach the poor gained wide recognition in many developing countries especially in the Asia-Pacific Region, Many NGOs have played an active role in fostering the growth of the SHGs in furtherance of their socio-economic agenda. Considering the immense potential of the SHGs in meeting the development aspirations of the unreached rural poor, the National Bank for Agriculture and Rural Development (NABARD), the apex development institution with exclusive focus on integrated rural development supported and funded in 1986-87, a MYRADA sponsored action research project on savings and credit management of the Self-Help Groups. Therefore in collaboration with some of the other member institutions of the Asia Pacific Rural and Agricultural Credit Association (APRACA), the NABARD undertook a survey of 43 NGOs spread over 11 states in India to study the functioning of the SHGs and possibilities of collaboration between the banks and the SHGs in mobilization of rural savings and the delivery of credit to the poor.⁴

History of SHGs:

Encouraged by the results of the studies of the SHGs experience, the NABARD in consultation with the RBI, the Commercial Banks (CBs) and the NGOs launched the pilot project of linking the SHGs with the Commercial Banks in 1991 – 92 and issued detailed guidelines in

¹ Annual Report, NABARD, 1990 – 91, p.19.

² Annual Report of Mahalir Thittam, 2004 – 05, p.15.

³ Ibid., p.17.

⁴ The Myrada Experience; *Self Help Groups, Reading Materials and Related Literature*, Gulburga, 2001. P.127.

February 1992. The RBI advised the Commercial Banks in July 1991 to extend finance to the SHGs as per the NABARD guidelines. Subsequently, the linkage project was extended to the RRBs and the Cooperatives. The linkage philosophy was based on the informal credit system, that is, the moneylenders were holding their sway over the rural poor because of their responsiveness, flexibility and sensitivity to the credit needs of the poor. The poor require credit very frequently in small quantities without much hassle and for the activity of own choice. The moneylender is always there at his doorstep for supplying the credit promptly, but with an exorbitant rate of interest, forcing the poor to cough up all his surpluses/ income and making him/her, thereby, move downhill along the poverty line. The moneylender has a vested interest in the perpetuation of poverty.⁵ The formal credit system has the resources, manpower and technical capability to handle any volume of credit dispensation. The pilot project on linking the SHGs with the Banks was launched aiming at combining the positive factors of both the systems and ensuring advantages to both the formal credit system and the SHGs. The traditional attitude of a banker that the poorest of the poor is not reliable and the banks are not meant for them is a myth to be dispelled. The distinct advantages envisaged under the project for the Banks and the SHGs are that the Banks are advised to win the confidence and trust of the rural poor.

Linkage between Banks and SHGs:

The NABARD continues to provide 100 per cent refinance to banks at an interest rate of 6.5 per cent per annum. Other support measures provided include facilitating training of the bank officials and the field staff of the NGOs, the SHGs, the Federations of NGOs / SHGs and other related institutions through financial assistance, faculty support and the like. As many as 550 NGOs are participating in the programme. Women SHGs constituted about 94 per cent of the total groups linked. On the whole, the programme benefited 5.60 lakh rural poor families in 280 districts. The Southern region continues to dominate the linkage programme with a share of 65 per cent followed by the Western (11 percent), the Eastern (11 per cent) the Central (10 per cent) and the Northern regions (8 per cent). Andhra Pradesh, Karnataka and Tamil Nadu states have taken the lead in promoting the SHGs and in

establishing the Bank SHG Linkage. The bank linkage is generally established after the successful functioning of individual groups for about six months to a year. The concept of the SHGs has not been as successful in the North East and some of the Eastern states. Area-specific programmes need to be formulated to meet the varying socio-cultural practices. After successful experimentation in Cauvery Grameen Bank, Mysore (Karnataka), in association with an experienced NGO, namely MYRADA, more and more RRBs are involving themselves as SHGs. Some Government agencies like Zillah Panchayat have also taken initiatives to promote SHGs and such efforts are supported by the NABARD through assistance in organizing training programmes for the staff.⁶

Notwithstanding 100 percent refinance from the NABARD, commercial banks perceive this activity as unprofitable. Hence, only regional rural banks and cooperative banks take up such financing. The RBI has been prevailing upon the commercial banks to formulate their respective policies on micro credit and promotion of SHG. The NABARD has been organising the SHGs workshops involving bankers and development personnel to accelerate the process of SHG Bank Linkage. The RBI has issued circular to the commercial banks to reckon micro credit extended directly to individual borrowers or the rough intermediaries as parts of their priority sector lending. The circular also stated that micro credit should form an integral part of the corporate credit plan of the bank and should be received at the biggest level on a quarterly basis. Faced with the poor recovery rates of programmes involved with lending to the poor, the NABARD was searching for alternative strategies among which the

“Self Help Group” concept appeared to be the most promising. The NABARD was willing to persuade the banks to advance loans directly to the groups, anticipating that while repayments will improve, the transaction costs to the banks will decline.⁷ Attempts to compare the SHG model with the Grameen Bank of Bangladesh do not take into account that the latter is a Centralized Bank, however friendly it is to the customer; while the SHG model

⁶ Annual Report of NABARD, 2005-06 to 2009-10.

⁷ Mahalir Thittam, “Common Statistical Data” Plan implementation Unit, Tirunelveli, 2010, p.4.

⁵ Ibid., p.128.

operates in a decentralized manner, which is far from standardised; it is able to respond to the needs of different situations without any delay. What India needed was not another Bank; rather it needed a model which used the existing banking network, adequately decentralized (designed and controlled by people), low cost and flexible enough to respond to the complexity of individual needs.⁸

The Reserve Bank of India issued a circular dated July 24, 1991 to the commercial banks advising them to participate actively in the pilot project for linking Self Help Groups with Banks. The NABARD, after consultations with a few interested banks and voluntary agencies, issued a set of guidelines on February 26, 1992; which, while being adequately comprehensive were kept flexible enough to enable participating banks and field level bankers to innovate and to contribute to strengthening the project concept and strategy. When the pilot project was initiated by the NABARD, the Self Help Group model was adopted and was called as an Indian model. Later, in the early nineties the NABARD called it the SHG – Bank Linkage Model.⁹ In the southern part of India affinity groups came into existence, mainly promoted by NGOs. In this effort the MYRADA (Mysore Resettlement and Development Agency) has been a pioneer and has successfully promoted a large number of affinity groups in Andhra Pradesh, Karnataka, Tamil Nadu and in other states of India and abroad.¹⁰ The programme began in 1992 with a two-year pilot project to link 500 SHGs. It was indeed the pilot of the SHG-Bank Linkage Programme, although not of the SHG movement, with which NABARD had already been involved since 1987. Without that 1987 investment, the SHG movement would not have had official recognition and ownership. The SHG-Bank Linkage Programme was slow to take off, but has been speeding along since 1999. But it grew rapidly over the years reaching 1, 079,091 SHGs in 2003-04. In March 2006 there were about three million SHGs in India. Of these, about 1.6 million are linked to banks.

Conclusion

⁸ Visvanath Vanitha, N.G.O's and womens Development in Rural South India, New Delhi, 1999, p.26.

⁹ The Hindu, Trivandrum, dated, 9th August 2008.

¹⁰ Moinqasi, Self Help Groups Anoval Approach to Rural Development S.B.I. Monthly Review, 1997, p.76.

Thus the Self Help Group concept has been mooted along the rural and semi urban women to improve their living conditions. Even though SHG concept is applicable to men also in our country, it has been more successful only among women. To reduce poverty by enabling the poor household to access gainful self employment and skilled wage employment opportunities, resulting inappreciable improvement in their livelihood on a sustainable basis, through building strong grass-root institutions of the poor (SHGs) is now the main motive of the most of the employment schemes. Thus SHGs have been showing the way ahead to alleviate the poverty of India along with women empowerment.

RURAL WOMEN ENTREPRENEURSHIP IN INDIA

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Abstract

Rural woman constitutes the family, which leads to society and Nation. Social and economic development of women is necessary for overall economic development of any society or a country. Entrepreneurship is the state of mind which every woman has in her but has not been capitalized in India in way in which it should be. Due to change in environment, now people are more comfortable to accept leading role of women in our society. Our increasing dependency on service sector has created many entrepreneurial opportunities especially for women where they can excel their skills with maintaining balance in their life. This study is intended to find out various Problems, motivating and de-motivating factors of women entrepreneurship.

Entrepreneurship

The origin of the basic word –Entrepreneurship|| is from a French word –Entrepreneurship||, where it cradled and originally meant to designate an organizer of certain musical or other entertainments. The Oxford English Dictionary (of 1897) defines the term –Entrepreneur in similar way as the director or a manager of a public musical institution, one who gets-up entertainment arranged , especially musical performance. Initially in the early 16th century, it was applied to those who were engaged in military expeditions. In 17th century. It was extended to cover civil engineering activities such as construction and fortification.

Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. Thus, entrepreneurs shape the economy by creating new wealth and new jobs and by inventing new products and services. However, an insight study reveals that it is not about making money, having the greatest ideas, knowing the best sales pitch, applying the best marketing strategy.

Women entrepreneurship

A woman entrepreneur is an adult who owns and runs an enterprise, especially a commercial one, often at personal financial risk. The ILO defined the women's enterprise as a small unit where one or more women entrepreneurs have not less than 50 per cent financial holdings.

The concept of women entrepreneurship is becoming a global phenomenon playing a vital role in the

business community. In India, women have made a comparatively late entry into business scenario mainly due to the orthodox and traditional socio-cultural environment. Although women face various problems in the process of establishing, developing and running their enterprises, nevertheless, their scope of development is very high in India, especially in rural areas with more women making development oriented programme viz. Development of Women and Children in Rural Areas (DWCRA) which was launched in 1982-83. In what follows, an attempt is made to analyse the success of such a scheme in terms of its survival, growth and development of women entrepreneurs and identify the problems faced by the women entrepreneurs.

Objectives of the Study

The study is based on secondary data which is collected from the published reports of RBI, NABARD, Census Surveys, SSI Reports, newspapers, journals, websites, etc. The study was planned with the following objectives:

- 1 To evaluate the factors responsible for encouraging women to become entrepreneurs
- 2 To study the impact of assistance by the government on women's entrepreneurship.
- 3 To study the policies, programmes, institutional networks and the involvement of support agencies in promoting women's entrepreneurship.
- 4 To critically examine the problems faced by women entrepreneurs.

Challenges before Women entrepreneurs in India:

The following are the major challenges before women entrepreneurs in India.

- 1 Choice between family and career
- 2 Illiteracy or low level of Education
- 3 Dearth of financial assistance
- 4 Socio-cultural barriers

In developing countries like India women work long hours daily, carrying out family chores such as cleaning, cooking, bringing up children along with concentrating on their income generating activities. Such family responsibilities prevent them from becoming successful entrepreneurs. As regards illiteracy among women, available statistics reveal that two-third of the world's 876 million illiterates are women. In India of the 59.5 per cent of total population that is illiterate, women comprise 48.3 per cent (Estimated in 2003). As regards finance, women in developing nations have little access to finance due to the fact that they are concentrated in poor rural communities with few opportunities to borrow money. The Times of India, March 18, 2004 reports that compared to states like Maharashtra and Tamil Nadu, the states of Haryana, Punjab and Chandigarh have not done well in distributing loans to female entrepreneurs. Such lack of access to credit is still worsened by a lack of information on where credit can be sought and requirements for loans. According to a 1995 report by the United Nations Industrial Development Organisation (UNIDO), despite evidence that women's loan repayment rates are higher than men's, women still face more difficulties in obtaining credit often due to the discriminatory attitudes of banks and informal lending groups.

Women Entrepreneurship in India

Empowering women has become the key element in the development of any economy. It is been found that there are various forums and NGOs that are working hard towards this end. There are lots of research studies supporting this view. The Indian economy has been substantially liberalised in recent years with an increasing role for small-scale private enterprise. Alongside economic liberalisation has come a drive to enhance the role of women with moves to ensure that women have at least 30 per cent of seats in local councils and many other elected bodies. 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 percent of the total entrepreneurs in India are women. Among the states, Gujarat, Maharashtra and Karnataka have more women entrepreneurs.

Need and importance of women entrepreneurs

It is imperative to note the participation of women in economic activities as self employed individuals. Many of the traditional occupations open to women are mainly based on caste, creed and the nature of self-employment is based on the standard of living. At present, women are generating employment for themselves in unorganized sectors and other category of women provides employment for others. The country needs to mobilize and utilize fully all its resources including human resources. The participation of women in economic activities is necessary not only from a human resource point of view but also is essential even from the objective of raising the status of women in the society. The economic status of the women is now accepted as an indicator of a society's stage of development and therefore it becomes imperative for the government to frame policies for development of entrepreneurship among women. The long-term objectives of the development programmes for women should aim to raise their economic and social status in order to bring them into the mainstream of national life and development. For this, due recognition has to be accorded to the role and contribution of women in the various social economic and political and cultural activities.

Problems faced by women entrepreneurs

Apart from the tacit assumption that women are frail and indecisive, women entrepreneurs encounter many problems in their efforts to develop the enterprises they have established. The main problems faced by the women entrepreneurs may be analysed as ,

1. Shortage of Finance: Women and small entrepreneurs always suffer from inadequate

financial resources and working capital. They lack access to external funds due to absence of tangible security and credit in the market. Women do not generally have property in their names.

2. Inefficient Arrangements for Marketing and Sale: For marketing their products, women entrepreneurs are often at the mercy of the middlemen who pocket large chunks of profit.
3. Shortage of Raw Materials: Women entrepreneurs find it difficult to procure raw materials and other necessary inputs. The failure of many women cooperatives in 1971 such as those engaged in basket-making was mainly due to the inadequate availability of forest- raw materials. The prices of many raw materials are quite high.
4. Stiff Competition: Many of the women enterprises have imperfect organisational setup. They have to face severe competition from organised industries and male entrepreneurs.
5. High Cost of Production: Another problem which undermines the efficiency and restricts the development of women enterprises is the high cost of production.

Motives for becoming Woman Entrepreneurs

Women, especially those belonging to the low-income strata and who have no other option for employment are taking to entrepreneurship not only to meet the survival needs of the family but also due to low barriers of entry and flexibility. In recent years, entrepreneurship research has focused on what motivates women to venture as entrepreneurs. In trying to answer this question, research studies have identified various types of entrepreneurial motivation. Studies conducted across the countries have identified some of the motivating factors of women entrepreneurship and these can broadly be classified as pull and push factors. Orthan and Scott²⁷ identified a range of motivating factors as dynastic compliance, on other choice, entrepreneurship by chance, natural succession, forced entrepreneurship and pure entrepreneurship' which reflects the route which they have chosen to venture. Most of the studies conducted in developed countries indicated that women were motivated by desire of achieving autonomy or independence or becoming own boss. Nearchou Ellinas and Kountouris found that the women in their study exhibited high concern

for control and dealing Winn argues that as compared to men, more women start their own business to make social contribution in addition to desire of autonomy economic motive and fulfilling their own and spouse dreams. Attacking the cultural theory's belief, Andrea etal found that minority women in the study had high achievement orientation for establishing own enterprise as compared to white women. The study conducted by Aravinda and Renuka explored that women entrepreneurs in study were motivated by self interest in that specific area of enterprise or inspiration from others success. Surprisingly, venturing for self respect occupied third place in ranking of motivating factors. A study conducted on Indian women by Dhaliwal identified children as driving force to initiate business for independent women. Mitra classified Indian women entrepreneurs in four categories and identified their motivating factors while others by negative pull factors, family driven entrepreneur's hobby for self fulfillment and additional income driven entrepreneurs were motivated by financial needs. The population of India is large, therefore, presence of a variety of entrepreneurs appears to be common. The role of society is dominant in entrepreneurial venture and success. Many in- depth studies have been conducted to study the attitude and support of society to women entrepreneurs across the countries. Tomkiewicz etal argue that the perception of women in society depends on gender and men perceive the role of women much more conservatively, while in the case of study conducted by Ljunggren and Kolvereid women received strong support from their social environment which They may have built either due to start up types, requiring more social support or hesitation, to enter the business formation process. Unlike other developed economies, Indian society is male dominated and women are treated as dependent on men. Therefore, social support is key determinant in entrepreneurial establishment. Most common problem, which women may face in the form of non cooperation, is from their husbands or close family members. Raghavulu reports that more than 50 per cent women in the study faced resistance from their husbands or close family members at the time of inception. Apart from these family level problems, women have to overcome some hidden problems also. These problems are in the form of mobility constraints, dual responsibilities, inadequate financial resources, operational and marketing problems, gender

related myths, poor managing ability, low risk bearing ability, poor access to government support etc. These problems have been discussed below.

It is unfortunate that women in Indian society have got restricted mobility. Traditionally, the career of women in Indian society has got restricted mobility. Traditionally, the career of women was confined to three Ks-Kitchen, M Kids and Knitting as there was hardly any opportunity to cross this boundary. Now women have got relatively more freedom in terms of entrepreneurial activity but they are suspected not only by the society members but also by the family members if they move out after normal hours or contact a man frequently. To start an enterprise, an entrepreneur has to visit various financial institutions and governmental support agencies repetitively, which frustrates women from both angles. The humiliating attitude of officials forces her to give up the idea of venturing. The mobility problem has been solved to a large extent by the advancement of information technology and telecommunication facilities. Now, women entrepreneurs may have dialogue with government officials through telecommunication mode and access to procedures and formalities through Internet by sitting at office or home.

No doubt the technological improvements have reduced the number of visits but it has not removed it completely. Therefore, the solution lies in mental advancement of both society members as well as higher authorities.

Conclusion

India being a socially male dominated country, women are assumed to be economically as well as socially dependent on male members. The extent of dependence seems to be diluted among the high and middle class women as they are becoming more aware of personal needs and demanding greater equality. Similarly, the entrepreneurial sphere is also male dominated. Women entrepreneurship in India has gained sharp momentum in recent years but the doubt is that whether these figures include only enterprises owned and run by women or enterprises owned by women and run by men. Desire to be independent; achievement orientation, etc. are some of the common motivating factors of women entrepreneurs across geographical boundaries. Women entrepreneurs in

India have to face many problems at start up as well as operating stage. The main reason of non-availability of finance to women is their inability to provide collaterals as they do not have any property on their name. Women have got restricted mobility, and freedom, and have to perform dual roles, one at family, another at business, which hinders the entrepreneurial growth. Similarly some gender related stereotypes also create obstacles for women entrepreneurs. Government of India has introduced policy measures to promote the status and level of women entrepreneurship in the country. But very few entrepreneurs could approach for assistance which is an indication that there is need to revitalize the whole system. The root cause of these problems lies in the social systems and attitudes. The technological advancement and information technology advancements has reduced the problems of women entrepreneurs. Along with technological revolution, mental revolution of society is needed to change the attitude of the society and provide women with democratic entrepreneurial platform. Increasingly, women entrepreneurs are being considered as an important catalyst for economic development

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“GLIMPSES OF SELF HELP GROUPS IN TAMIL NADU”

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The aim of this paper is to describe the history of Self Help Groups in Tamil Nadu from 2000 to 2008. SHG is group of rural poor who have volunteered to organize themselves into a group for eradication of poverty of the members. They agree to save regularly and convert their savings into a Common Fund known as the Group corpus. The members of the group agree to use this common fund and such other funds that they may receive as a group through a common management. The group formation will keep in view the following broad guidelines. Generally a self-help group may consist of 10 to 20 persons. However, in difficult areas like deserts, hills and areas with scattered and sparse population and in case of minor irrigation and disabled persons, this number may be from 5-20. The difficult areas have to be identified by the State Level SGSY Committee and the above relaxation in membership will be permitted only in such areas.¹¹

Generally all members of the group should belong to families below the poverty line. However, if necessary, a maximum of 20% and in exceptional cases, where essentially required, upto a maximum of 30% of the members in a group may be taken from families marginally above the poverty line living contiguously with BPL families and if they are acceptable to the BPL members of the group. This will help the families of occupational groups like agricultural labourers, marginal farmers and artisans marginally above the poverty line, or who may have been excluded from the BPL list to become members of the Self Help Group. However, the APL members will not be eligible for the subsidy under the scheme. The group shall not consist of more than one member from the same family. A person should not be a member of more than one group. The BPL families must actively participate in the management and decision making, which should not ordinarily be entirely in the hands of APL families. Further,

APL members of the Self Help Group shall not become office bearers (Group Leader, Assistant Group Leader or Treasurer) of the Group.¹²

The group should devise a code of conduct (Group management norms) to bind itself. This should be in the form of regular meetings (weekly or fortnightly), functioning in a democratic manner, allowing free exchange of views, participation by the members in the decision making process.¹³ The group should be able to draw up an agenda for each meeting and take up discussions as per the agenda. The members should build their corpus through regular savings. The group should be able to collect the minimum voluntary saving amount from all the members regularly in the group meetings. The savings so collected will be the group corpus fund. The group corpus fund should be used to advance loans to the members. The group should develop financial management norms covering the loan sanction procedure, repayment schedule and interest rates. The members in the group meetings should take all the loaning decisions through a participatory decision making process.¹⁴ The group should be able to prioritise the loan applications, fix repayment schedules, fix appropriate rate of interest for the loans advanced and closely monitor the repayment of the loan instalments from the loanee. The group should operate a group account preferably in their service area bank branch, so as to deposit the balance amounts left with the groups after disbursing loans to its members.¹⁵ The group should maintain simple basic records such as Minutes book, Attendance register, Loan ledger, General ledger, Cash book, Bank passbook and individual

¹¹ Arjun Y., Pangannavar, *Women SHG Programmes and Rural Poverty: A Micro Study*, Southern Economist, 2010) pp47-50

¹² Ibid., p.52.

¹³ Chandra P. Parida and Anushree Sinha, *Performance and Sustainability of Self Help Groups in India: A Gender Perspective*, Asian Development Review, Vol.-27(1), 2010 pp80-103.

¹⁴ Ibid., p.105.

¹⁵ Jayaraman R. *Performance Analysis of Fisherwomen SHGs in Tamilnadu final reports submitted to NABARD*, 2005, pp.1-6.

passbooks. The sample proforma for maintenance of above records by the group is in the Annexure II for guidance. These could be used with necessary changes/modifications wherever required. 50% of the groups formed in each block should be exclusively for the women. In the case of disabled persons, the groups formed should ideally be disability-specific wherever possible, however, in case sufficient number of people for formation of disability-specific groups are not available, a group may comprise of persons with diverse disabilities or a group may comprise of both disabled and non-disabled persons below the poverty line.¹⁶

Sl. No.	District	No. of New Groups to be formed	No. of New Groups formed	% of Achievement
1	KANCHEEPURAM	600	1297	216%
2	THIRUVALLUR	325	804	247%
3	VELLORE	550	384	70%
4	THIRUVANNAMALAI	250	260	104%
5	DHARMAPURI	250	341	136%
6	KRISHNAGIRI	175	174	99%
7	SALEM	825	889	108%
8	NAMAKKAL	475	585	123%
9	ERODE	1325	2032	153%
10	COIMBATORE	1300	1599	123%
11	THE NILGIRIS	275	536	195%
12	CUDDALORE	400	605	151%
13	VILLUPURAM	375	704	188%
14	THANJAVUR	550	966	176%
15	NAGAPATTINAM	200	522	261%
16	THIRUVARUR	175	409	234%
17	THIRUCHIRAPALLI	425	418	98%
18	PERAMBALUR	150	180	120%
19	PUDUKKOTTAI	200	175	88%
20	DINDUGAL	600	1318	220%
21	KARUR	275	364	132%
22	MADURAI	300	172	57%
23	THENI	550	316	57%
24	RAMANATHAPURAM	175	92	53%
25	VIRUDHUNAGAR	225	257	114%
26	SIVAGANGA	300	136	45%
27	TIRUNELVELI	900	1340	149%
28	TUTICORIN	475	1230	259%
29	KANYAKUMARI	1400	3349	239%
	Total	14025	21454	153%

Multifold activities of SHGs have paved the way for improving village economy. Creating avenues for skill development, including leadership qualities and enabling economic independence are major functions of the Mahalir Thittam, a project of Tamil Nadu Corporation for Development of Women Ltd., (TNCDW) which aimed at empowerment of women. Tamil Nadu doing well on the SHG front has resulted in the boasting of more than 3.78 lakhs of SHGs with a membership of 60.63 lakhs women as on 30.11.2008. This includes 2.61 lakhs of SHGs directly covered by the Tamil Nadu Corporation for Development of Women Ltd., through the successful fostering of savings habit and promptness in loan repayment.¹⁷The SHGs have become the tool for institutionalizing convergence between various welfare departments.¹⁸

Mahalir Thittam (Scheme for Women) of Tamil Nadu:

Tamil Nadu is one of the leading states of India in promotion of the SHGs. Geographically Tamil Nadu has 385 blocks with 13,180 panchayats. Out of 624.06 lakhs population (2001 Census) in Tamil Nadu, 310.05 lakhs are women. In Tamil Nadu 3, 71,312 SHGs have been formed as on 31st March 2008 under Mahalir Thittam. These SHGs have an enrollment of 59.25 lakh women members whooping, they have saved Rs.1,82,51,405 crore and the average group size was 17 members. Mahalir Thittam is a socio-economic empowerment programme for women implemented by Tamil Nadu Corporation for Development of Women Ltd. Mahalir Thittam is based on the Self Help Group (SHG) approach and is implemented in partnership with the Non Governmental Organisations (NGOs) and the Community based organizations. The SHG approach was started in a small way in Dharmapuri district in 1989 vide G.O.Ms.No.764, Social Welfare & NMP Department dated 1.9.1989 with the assistance of the International Fund for Agricultural Development (IFAD). Later the scheme was extended to the erstwhile Salem and South Arcot districts in 1991-1992 and further extended to Madurai and Ramanathapuram in 1992-1993. Following the success of

¹⁷ Jayanthi.C., *Empowering Women*, Yojana, June 2001, p.46.

¹⁸ Kabeer, N., *Resources Agency Achievements: Reflections on the Measurement of Womens Empowerment – Theory and Practice*, SIDA Studies, No. 3.

¹⁶ International Journal of Social Science & Interdisciplinary Research Vol.1 Issue 8, August 2012, ISSN 2277 3630.

the IFAD project, Mahalir Thittam project was launched with the State Government funding from 1997-1998 vide G.O.Ms.No.292 Social Welfare & NMP Department dated 4.12.1996 and was progressively introduced in all the districts of the State. Today the SHG movement is a very vibrant movement spread across all the districts of the State.¹⁹

Mahalir Thittam is implemented in partnership with the NGOs who help in the formation of the SHGs, provide training and monitor them. The NGOs are given funds for providing the above services. Interested NGOs are affiliated as partners with the Mahalir Thittam if they satisfy the norms for affiliation. The hallmark of the SHGs promoted by the Mahalir Thittam is the systematic training provided to the SHG members and the office bearers. This capacity building brings about qualitative changes in the attitude of the women and promotes cohesion and effective functioning of the group.²⁰

All the SHG members are imparted training in four modules for four days to orient them to the SHG concept. The office bearers of the SHGs (Animator and Representative) are given training in three modules for six days. This training enhances the leadership quality, team building spirit and capacity to maintain books of accounts. In addition, the SHG members who are interested in starting economic activities or develop skills to get self-employment are provided skill training. The skill training includes a five day capsule on entrepreneurial development.

Status of SHGs in Tamil Nadu

Table 2.1 shows the total number of Self Help Groups formed, the total number of women enrolled and their savings both in rural and urban areas of Tamil Nadu as on 31st March 2008.²¹

Table 1 Total SHGs Status in Tamil Nadu as on 31st March 2008.

Sl. No	District	TOTAL		
		Groups Formed	Women Enrolled	Savings (Rs in lakhs)
1	Ariyalur	5687	90992	3262.03
2	Chennai	18557	296712	2900.13
3	Coimbatore	19818	317088	6735.85
4	Cuddalore	15047	240752	9253.52
5	Dharmapuri	5957	95312	6091.23
6	Dindugal	11065	177040	4040.20
7	Erode	16202	259232	6421.34
8	Kancheepuram	20641	330256	10254.47
9	Kanyakumari	13166	210656	8622.68
10	Karur	8360	133760	4408.03
11	Krishnagiri	8081	129296	8055.27
12	Madurai	11153	178448	5468.96
13	Nagapattinam	11876	190016	6544.50
14	Namakkal	9509	152144	5734.10
15	Nilgris	6715	107440	1970.80
16	Perambalur	3156	50496	847.76
17	Pudukkottai	9539	152624	13428.76
18	Ramand	8467	135472	7876.43
19	Salem	16137	258192	6600.24
20	Sivagangai	9163	146608	5421.10
21	Thiruvanamalai	14551	232816	4087.00
22	Tirunelveli	16222	259552	7054.38
23	Thanjavur	15208	243028	5768.07
24	Theni	9586	153376	3915.52
25	Thiruvallur	14.099	225584	6131.55
26	Thiruvarur	9240	147840	3915.01
27	Thoothukudi	12035	191560	5949.05
28	Trichy	12249	195884	5769.29
29	Vellore	13021	209936	2995.86
30	Villupuram	15754	252064	8191.87
31	Virudhunagar	10051	160816	4799.05
	Total	371312	5924992	182514.05

From the above table, it is inferred that among the total number of the SHGs formed in the state of Tamilnadu, Kancheepuram district has a commendable increase in quantum of the SHGs formed (20,641) and the number of women enrolled (3,30,256). While considering the total amount of savings, Pudukkottai district has the highest amount of savings (Rs. 13,428.76 lakhs).

¹⁹ Anita Behuria, Dr., *Women empowerment through self help groups: A Truth or Myth*, Human Touch Vol.No. 5, August 2004, pp.34-36.

²⁰ Ibid., p. 39.

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THE ROLE OF WOMEN ENTREPRENEURSHIP IN MODERN WORLD

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Abstract

The recent advances in technology and the modern Automation world demand the effective leadership and initiations from the educated women class and dynamic women entrepreneurs, who really vouch for contributing to the economic growth of nations. It is the order of the day where concept of innovative women entrepreneurship program have to be devised to check the market failures and at the same time to address the burning societal problems by adding a new dimension of Women entrepreneurship for all SMEs' and growth policies. It is high time that the Government should make policy reforms for increasing the ability of Women to participate in the labour force, creation of Women's business ownerships, to facilitate effective women's entrepreneurship to develop noteworthy and other valuable web based and collaborative tools for societal development and promotion of leadership qualities. The typical area chosen by women entrepreneurship are retail trade, Restaurants, Hotels, Education, Cultural, Cosmetics, Health, Insurance and Manufacturing. This paper throws light on the role played by the successful Women entrepreneurs in contributing to the utmost development of economic growth and social living. The success stories of the Women entrepreneurs will surely leave a long lasting impression and transform the inactive families / network of people to put forth sincere efforts in uplifting the standards of living and to build healthy working enterprises.

Introduction

Women entrepreneurs may be defined as a woman or a group of women who initiate, organize and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, initiate or adopt a business activity are called business entrepreneur.

Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically 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. Entrepreneurship is not just confined to any one gender now rather due to multi-faceted economic pressures women have turned up & realized that the survival of their families & their own potential lies only in working side by side with men (S.Marlow, 2002). Entrepreneurship has been globally felt as a developmental & progressive idea for business world (C.E. Scott, 1986). Therefore entrepreneurship is considered as

vital ingredient for not only globalization but at the same time for creating diverse opportunities for future potential performers (R. Mitra,2002). In the words of Former President APJ Abdul Kalam empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation. The Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to a woman (Meenu Goyal, 2011)

Women constitute around half of the total world population. So is in India also. They are therefore, regarded as the better half of the society. In traditional

societies they were confined to the four walls of houses performing house hold activities. In modern society they have come out of the four walls to participate in all sort of activities. The Indian women are also enjoying the fruit of globalization marking an influence on the domestic and international sphere. They have carved a niche for themselves in the male dominated world. Indian women well manage both burden of work in household front and meeting the deadlines at the work place. In a recent survey it is revealed that the female entrepreneurs from India are generating more wealth than the women in any part of the world. Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization.

Characteristic roles in an women Entrepreneurship

- Imaginative: It refers to the imaginative approach or original ideas with competitive market. Well-planned approach is needed to examine the existing situation and to identify the entrepreneurial opportunities. It further implies that women entrepreneur's have association with knowledgeable people and contracting the right organization offering support and services
- Attribute to work hard: Enterprising women have further ability to work hard. The imaginative ideas have to come to a fair play. Hard work is needed to build up an enterprise.
- Persistence: Women entrepreneurs must have an intention to fulfill their dreams. They have to make a dream transferred into an idea enterprise; Studies show that successful women work hard.
- Ability and desire to take risk: The desire refers to the willingness to take risk and ability to the proficiency in planning making forecast estimates and calculations.
- Profit earning capacity: She should have a capacity to get maximum return out of invested capital.

Functions of Women Entrepreneurship

- Exploration of the prospects of starting a new business enterprise.
- Undertaking a risk and handling of economic uncertainties involved in business.

- Introduction of innovations, imitations of innovations.
- Co ordination, administration and control.
- Supervision and leadership.

The Motivational Factors to be an Entrepreneur

- To improve the quality of life of their children
- To share the family economic burden
- To adjust and manage household and business life successfully on their own terms
- Due to the death or sickness of their husband

Why women entrepreneurs are rare in India & what they face

Globally women are considered as weaker gender physically and emotionally, therefore prospects open for them to develop into business professionals is an area still quite unexplored and needs attention (S.Wennekers, 1999). Most women are taught from childhood that the rough and tumble of doing business is the domain of men. Many cooperatives and start ups run by women do not have resources to market their products. They end up being exploited by the middle men. Rural women and the urban poor have no means of training themselves to do business. Yet within their limited resources, they turn out to be most enterprising. Union leaders use together pressure tactics, police don't take business related harassment complaints seriously, bankers likely to take budding women entrepreneur less seriously. Thanks to nexposure, men are inherently at ease giving a bribe and getting an electricity connection, for instances. Women have a problem dealing with bribe seekers. There are simply not enough schemes to train women as entrepreneurs schools where they could update their knowledge.

Women Entrepreneurship

Entrepreneurship is an idea or vision which a woman holds to explore and optimize which could help her create new jobs & economic empowerment among her fellow beings. Across the globe, generations of women from very different backgrounds show very encouraging sign of entrepreneur spirit. It is to be hoped that governments at all levels will work to provide an environment in which this spirit may flourish (Delmar, 2000). Over 200 million women are employed across all

industry sectors, with half of this number is in developing countries (Gem report, 2007). Women entrepreneurship is expanding around the world. Studies have shown that women owned businesses comprise between one-quarter and one-third of businesses in the formal economy & are likely to play and even greater role in informal sectors (Gem report, 2007). Today's women are taking more and more professional and technical degrees to cope up with market need and are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. It is perhaps for these reasons that Government Bodies, NGO's, Social Scientists, Researchers and International Agencies have started showing interest in the issues related to entrepreneurship among women in India. Women entrepreneur's explore the prospects of starting a new enterprise; undertake risks, introduction of new innovations, coordinate administration and control of business and providing effective leadership in all aspects of business and have proved their footage in the male dominated business arena. Majority of the women entrepreneurs are dynamic in the leadership, style management, are capable of contributing much more and they are interested to keep their knowledge up-to-date of industry and management. A recent United Nations report concluded that economic development is closely related to the advancement of women. In countries where women have advanced, the economy has usually been steady. By contrast, in countries where women have been restricted, the economy has been stagnant. Women's entrepreneurship is not an easy task. Becoming an entrepreneur is an evolution of encountering, assessing, and reacting to a series of experiences, situations, and events produced by political, economic, social and cultural changes. Internationally, the 1990's was designated the decade of women leadership (Naishitt and Aburdewe, 2000). This new leadership position has been most notable in the entrepreneurial pursuits of women.

Oprah Winfrey, has been at the top of the television talk show industry since she aired 25 years ago. With the production company, the magazine, the television network, the dreams that she launches for other professionals, and her philanthropy, entrepreneurship and inspiration is a lifestyle.

Arianna Huffington, Founder of the Huffington Post, is one of Forbes 100 Most Powerful Women. This author and syndicated columnist recently sold her online empire to AOL for \$315 million, making her the Editor-in-Chief of The Huffington Post Media Group.

Conclusion

Women entrepreneur are those women who think of a business enterprise, initiate it organize and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise. Finally it is found that women entrepreneurship has a definite impact on economy both in its ability to create jobs for themselves and to create jobs for others. There exists an immense scope for growth. Various Networks and Women Entrepreneurship Unions have now come up to provide assistance, advice and informations and make WES to raise their profile and expand their business. The art of becoming a successful Entrepreneur lies in getting acquainted to the existing state of the art technological tools and getting access to available business networks. Women participation in the field of entrepreneurship is increasing at considerable rate, efforts are being taken at the economy as well as global level to enhance woman's involvement in the enterprise sector. Educated Women is contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas traditionally dominated by men

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“WOMEN SELF HELP GROUPS MOVEMENT IN INDIA”

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The aim of this paper is to highlight the history of Self Help Groups movement in India Throughout the history, people have formed groups with others who have something in common with them, and oppressed people have joined together to overcome the barriers they face. Self Help group is about people coming together with others who are affected by a particular issue [experience, disadvantage, discrimination and the like] to support each other and to work together to change the disadvantage affecting them. The activities that the groups perform include community education, information, mutual support and the like.

Further, the failure of the formal financial system to cater to the rural poor, our informal segment particularly comprising small, indigenous Self Help Groups is doing some saving and lending activities on a micro scale. Self Help Groups and local financial intermediaries have gained wide recognition in most developing countries in Asia where their presence is quite pervasive. In this chapter, an attempt has been made to analyse the concept of Self Help Groups, characteristics, functions of SHGs, and SHGs- on international initiative, the SHGs in India, the SHGs in Tamil Nadu and the SHGs in the study area i.e. Tirunelveli District.²²

Today the SHG movement is increasingly accepted as an innovation in the field of rural credit in many developing countries including India to help the rural poor. It is considered a vehicle to reach the disadvantaged and marginalized section, which in the normal course cannot avail credit facility from the banks.²³

The Tamil Nadu Corporation for Development of Women Ltd., (TNCDW) in its credit guidelines for the SHGs defines an SHG as “a small, economically homogeneous affinity group of rural poor, voluntarily formed to save and contribute to a common fund to be

lent to its members as per group decision and for working together for social and economic upliftment of their families and community.”²⁴

Features of Self-Help Group Are

The SHG normally consists of not less than five persons (with a maximum of twenty) of similar economic outlook and social status. It promotes objectives like economic improvement and raising resources for development and freedom from exploitation.²⁵

It has its own by-laws for the proper functioning of the group as well as for the observance of certain rules by the group members and regulations concerning membership. The form of such a group could be mostly on an informal basis (Unregistered). Periodical meetings of members are held for solving their problems (economic and social) and they collect fixed savings of the members. The savings of Members are kept with a bank in the name of the group and the authorized representative of the group operates the bank account. The deposit kept in the bank is used for giving loans to members for purposes including consumption at the rate of interest decided by the group (Usually higher than what the banks charge). Sources of funds are the contribution of members savings, entrance fee, interest from loans, proceeds of joint business operation and income from investments. Funds may be used for loans, social services and common investment.

The SHG, being a group of like-minded persons, gets empowered to solve most of its problems of a non-financial nature such as raw material and input supply, marketing, better adoption of technology, education and training for realization of its objectives for development.²⁶

²⁴ *Ibid.*,8.

²⁵ Tamil Nadu Corporation for Development of Women Ltd., *Credit Guidelines for SHGs*, Handbook -2007, p.5.

²⁶ Tamil Nadu Women Development Corporation , *op.cit*,p.1.

²² Gariyali, C.K., and Vettive, S.K., *Women's Own, The Self Help Movement of Tamilnadu*, New Delhi, 1903, pp.5-6.

²³ www.ruralpovertyportal.org.

The important characteristics of SHGs

They usually create a common fund by contributing their small savings on a regular basis. The groups evolve a flexible system of operations often with the help of the NGOs and manage their common resources in a democratic manner. Groups consider loan requests in periodical meetings, with competing claims on limited resources being settled by consensus regarding greater needs.²⁷

Loaning is mainly on the basis of mutual need and trust with minimum documentation and without any tangible security. The amounts loaned are small, frequent and for short duration.

Rates of interest vary from group to group depending upon the purpose of loans and are often higher than those of banks but lower than those of moneylenders.

At periodical meetings, besides collecting money, the emerging rural, social and economic issues are discussed and defaulters are due to group pressure and intimate knowledge of the end use of the credit as also of the borrower's economic resources.

The important functions of SHGs are the following:

- Enabling members to become self-reliant and self-dependent.
- Providing a forum for members for discussing their social and economic problems.
- Enhancing the social status of members by virtue of their being members of the group. Providing a platform for members for exchange of ideas.
- Developing and enhancing the decision-making capacity of members. Fostering a spirit of mutual help and co-operation among members. Instilling in members a sense of strength and confidence which they need for solving their problems.
- Providing organizational strength to members
- Promoting literacy and increasing general awareness among members and Promoting and equipping the poor with basic skills required for understanding monetary transactions.²⁸ Thus the SHGs function on the principle of the five "P"s:

1. Propagator of Voluntarism

2. Practitioner of Mutual Help
3. Provider of Timely Emergency Loan
4. Promoter of Thrift and Savings and
5. Purveyor of Credit.²⁹

The process of identifying the poorest of the poor involves three steps, viz., village mapping, wealth ranking and sharing information with the villagers.³⁰

In village mapping, the entire village structure consisting of houses, streets, trees, schools, government buildings, common buildings, street lights, temples and water facilities has to be covered. Village maps are drawn with the help of the village people mainly to understand the environment and dynamics of villages. It helps to understand the exact number of families living in the village and to initiate a dialogue for intervention. In the wealth ranking process, the families selected in the potential villages are categorized as the poorest, the poor, the moderate and the rich families mainly to identify the poorest of the poor families for group formation.

Once the process of selecting the poor is complete, the need for collective action, promotion of savings and sanctioning of credit are emphasised among the poor. Conducting special meetings involving leaders from other Self Help Groups carries out this process. In this stage, the steps are initiated to name the groups and frame norms and operational guidelines relating to functioning, saving and lending of the groups. In addition, groups can be assisted for selection of office-bearers such as president, secretary and the treasurer and defining their roles and responsibilities.³¹

The group is provided with the necessary inputs for developing bye-laws and role clarity.³²

Members at this stage either engage in 'busy' type of activity or withdraw and show apathy.³³

The second stage is marked by the formation of dyads and triads. Members seek out similar others and begin a deeper sharing of self. Continued attention to the subgroup creates a differentiation in the group and tensions across dyads/triads may appear. The members

²⁹ K.K.Rajendran, *Self Help Groups and Co-operative Banks*, 1998. p3

³⁰ Rajaram, K., *A Hand Book about Women Self Help Group*, 2004, Tuticorin, p.4.

³¹ *Ibid.*, p.6.

³² Pathak, P.A., *Self Help Groups and their linkages with Banks*, National Bank News Review, 1992, pp.9-10.

³³ Gariyali, C.K., and Vettivel, S.K., *op.cit.*, pp.19-20.

²⁷ *Ibid.*, p.3.

²⁸ <http://www.tamilnadu.women.organization>

feel comfort and support in their dyads/triads and feel strong enough to challenge the authority figure. Strong dyads attempt to show defiance of authority. Focus on task performance begins to emerge, but energy is mostly spent within a sub-group. 'Pairing' is a common phenomenon.

The third stage of development is marked by a more serious concern with task performance. The dyads/triads begin to open up and seek out other members in the group. Efforts are made to establish various norms for task performance. Members begin to take greater responsibility for their own groups and relationship with the authority figure becomes relaxed. Others who are dissimilar in the group are accepted and interaction among dissimilar people takes place around the task.³⁴

This is the stage of a fully functioning group where members see themselves as a group and get involved in the task fully. Each person makes a contribution and the authority figure is also seen as part of the group. Group norms are followed and collective pressure is exerted to ensure the effectiveness of the group. The group redefines its goals in the light of information from the outside environment and shows an autonomous will to pursue those goals. The long-term viability of the group is established and nurtured.

The promoters should conduct this, and a suitable poverty assessment method should be used for the purpose. To facilitate sustainability, the total number of members of the group should range between 12 and 20. The age limit for membership will be from 21 to 60. The group must be a homogeneous one though not necessarily from the same caste or religion. The target group must be the poorest. The group must meet weekly or fortnightly for collection of savings and repayment of loan amount and for discussing all other matters. The group meetings need to be conducted with a certain discipline in relation to regularity, time, and items to be discussed. The group members must be encouraged to save as much as each can without it being a uniform amount for all. Usually the SHGs start off with a minimum savings of all members. As the years pass they may opt for optional savings according to the capacity of each member. The amount such as fines imposed on members, grants from the NGOs, bonuses for various programmes and service charges on external

loans should be put into the common fund of the groups. All common expenses related to the group may be met from this common fund. All savings and excess of common fund would be rotated as short-term loans amongst the members at the rate of interest decided by the group.³⁵

The books and registers to be maintained by each SHG to ensure proper accounts are given below. Attendance Register, Minutes Book, Savings Ledger, Loan Ledger, General Ledger, Cash Book, Individual Pass Book, Receipt Book and Payment Voucher. The staff of NGO and Bank staff imparts training to the office-bearers of the SHGs, members of the groups and representatives of the cluster level federations. A qualified auditor should audit the accounts of the groups annually. The Self-Help Group should meet the audit cost.³⁶

The SHG is the brainchild of Grameen Bank of Bangladesh, which was founded by Prof. Mohammed Yunus of Chittagong University in 1975. The concept of SHG serves to underline the principle "for the people, by the people and of the people". Mohammed Yunus, popularly known as the father of micro credit system, started a research project in Bangladesh in 1979 and came out with ideas of micro credit that resulted in the establishment of Grameen Bank in 1983. In 1984, the participants of the Third International Symposium on Mobilization of Personal Savings in Developing Countries organized by the United Nations, agreed in the final resolution that –internal savings must provide the basis of credit programmes, state control over interest rate must be relaxed and there should be more decentralized financial services and strong linkage between the formal and informal credit institutions for development.

³⁴ Aloysius Prakash Fernandez, *Alternate Management System for Savings and Credit of the Rural Poor*, Bangalore, 1998, pp 28 – 33

³⁵ *Ibid.*, p. 35.

³⁶ *Annual Report.*, NABARD, 1998, p.1.

IMPACT OF RURAL WOMEN ENTREPRENEURSHIP IN TIRUNELVELI DISTRICT

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Abstract

According to national Human development Report (2001), 38.5% of women and 831% of men are in the labour force. The rate of employment growth for women is 0.9% and 1.9% for men women are expected to perform the domestic and reproductive tasks like cooking, cleaning, collection of fuel wood and water, care for the animals, child bearing and rearing. This type of mentality imposes restrictions on their mobility and on their contacts with the outside world, restrains their access to jobs and their social and political participation in the society. They are dependent on men, economically, socially and politically, and have limited direct independent access to resources. Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. According to world bank, investing more in business of women rather in men leads to greater development of a nation. Empowering women in entrepreneurship leads to break the inequalities and reduces the poverty. Entrepreneurship plays an important role in developing society of a fast developing country like India. Thus, the study aims at undertaking the entrepreneurial development among women highlights their motivational forces and relationship between socio-Economic background of women entrepreneurs, motivational factors and their existing entrepreneurial traits.

Keywords: *Women entrepreneurs, entrepreneurship growth, key to success, problems, challenges.*

Introduction

Rural woman constitutes the family, which leads to society and nation social and economic development of women in necessary for overall economic development of any society or a country. Women have been successful in breaking their confinement with in the limits of their homes by entering into varied kinds of professional and services women entrepreneurs have proved to be on par with their men counterparts in business acumen and are emerging as smart and dynamic entrepreneurs. Women owned business are highly increasing in the economics of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures.

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. Therefore, 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.

In rural areas, women are already helping in agriculture and agro based industries. With a little training, they can set up industries independently. Women can particularly enter food preservation, bakery, dairy, poultry; forest based weaving and handloom areas of business. In urban areas women can be assisted to set up ancillary units, maintenance and repair units in mechanical and electrical industries. According to the united nations Human development Report (2002) in India, the estimated income for men us of \$3383/ year and for females it is \$1267/year – less than half the amount for men. The same report also shows that women work 457 minutes per day and men 391. The type of activities men and women do explains why women work more time than men but their estimated income is lower women spend 65% of their time in non market activities and men spend 92% of their time in market activities.

Research Methodology

Designing a suitable methodology and selection of reliable and accurate information is vital to draw valid

conclusions. The present study is based on both primary and secondary data. The study focuses on the women entrepreneurs in selected Tirunelveli District. The selected districts with its good infrastructural facility, offers sound prospects for industrial developments. The scope of the study encompasses women entrepreneurs in Tirunelveli District and the problems faced by women entrepreneurs who are engaged in starting a new enterprise. The study is limited only to the women entrepreneurs of selected groups in Tirunelveli District. To identify the right respondents which are also very essential for the collection of primary data the following process has been adopted scientifically finally 90 respondents were selected and included the study from various Taluks of Tirunelveli district who have engaged to start an enterprises and running successfully. All these data are to be arranged in various form of tables and proposed to critically analyse with the help of number of statistical tools, percentage analysis and chi-square test are the various statistical tools applied.

Socio-Economic background

The personnel characteristics of the selected respondents like age, educational status, marital status family income, business type, size of the business, financial sources and spend expenses are discussed in this table:

	20,000		
	20,000 – 30,000	23	25.56
	30,000 – 40,000	10	11.11
Business type	Manufacturing	30	33.33
	Service	23	25.56
	Trading	24	26.67
	Combination	10	11.11
	Others	03	3.33
Size of the business	1 – 5 lakhs	35	38.89
	5 – 10 lakhs and above	13	14.44
	Below 1 lakhs	22	24.44
Source of financing	Spouse Income	22	24.44
	Personal savings	25	27.78
	Loan from banks	32	35.56
	Other sources	11	12.22
Spend the business Income	Family expenses	35	38.89
	Personal savings	24	26.67
	Re-investment in her business	31	34.44

Source: Primary data

Table 1 Socio-Economic background of the Respondents

Factors	Category	No. of Respondents	Percentages (%)
Age	Below -30	25	27.78
	30-40	32	35.56
	40-50	23	25.56
	50 and above	10	11.11
Marital Status	Married	62	68.89
	Unmarried	28	31.11
Education Qualification	Illiterate	03	3.33
	Primary	10	11.11
	Secondary	12	13.33
	Higher Secondary	40	44.44
	Graduate level	25	27.78
Annual Income	Below – 10,000	15	16.67
	10,000 -	35	38.89

Analysis and Interpretations

This study aims the problems and prospects of women entrepreneurs in Tirunelveli districts for this purpose the study conducted for 90 respondents of the rural women entrepreneurs. The table 1. Shows that problems faced by women entrepreneurs like family responsibilities, shortage of finance, low level knowledge of business activities and socio-cultural barriers. The table shows that, the age of the respondents has been (30-40) in the majority of 35.56 percentage of women entrepreneurs in study are. Education is the level of 44.44 in the category of higher secondary school. So the social factors of the respondents should be improved in many ways like proper training, better education about the entrepreneurship and strong leadership. Another important analysis of the table shows that, economic factor like income, expenditure, sources of finance etc. The annual income of the

respondents in the category of (10,000-20,000) 38.89 percent annual income is earned by my study area.

Chi-Square Analysis

The opinion of the respondents and socio Economic Characteristic is applied for chi-square test. The chi-square test reveals that all factors are analysis in the level of 5% significance.

Table 2 The summary opinion of the women entrepreneurs

Sl.No.	Factors	Chi-square	Degree of Freedom	Table Value	Results
1.	Age	11.24	3	7.851	Significant
2.	Education Qualification	47.67	4	9.488	Significant
3.	Marital status	12.84	1	3.841	Significant
4.	Family income	14.78	4	9.488	Significant
5.	Business type	27.44	4	9.488	Significant
6.	Size of the business	11.24	3	7.851	Significant
7.	Source of finance	10.18	3	7.851	Significant
8.	Amount spend	2.07	2	5.991	Not Significant

Note: Significant at 5% level.

Source: Primary data.

Conclusion

In many parts of India, women belonging to certain communities are found to be very conservative due to their upbringing in orthodox families insecurity for women is a common phenomenon in many areas of the country and there is a requirement to educate the community about the need for transformation and to increase women's mobility beyond the home through long-term strategies. The conventional social roles assigned to women often proved to be a handicap for their free mobility and freedom to work. It is thus evident that women entrepreneurs have to confront more challenged from their

culture, family and society than their male counterparts. Efforts are being taken at the economy as brought promise of equality of opportunity in all spheres to the Indian women and laws guaranteed equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. But unfortunately, the government sponsored development activities have benefited only a small section of women is the urban middle class women. Women sector occupies nearly 45% of the Indian population. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. The role of women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the changes in trends challenged global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial area. It every citizen works with such an attitude towards respecting the important position occupied by women in society and understanding their vital role in the modern business field too, then very soon we can pre-estimate our chances of out beating our own conservative and rigid thought process which is the biggest barrier in our country's development process.

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CREDIT DELIVERY PATTERN OF INDIAN SCHEDULED COMMERCIAL BANKS

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Introduction

The Reserve Bank kept up its efforts to ensure universal access to banking services throughout the country and improving credit delivery during the year. Apart from continued emphasis on enhancement of credit to agriculture, the major thrust during the year was on improving availability of credit to the micro, small and medium enterprises to help the sector realise its full potential. The launch of the Pradhan Mantri Jan Dhan Yojana (PMJDY) provided an added impetus to the various initiatives undertaken by the Reserve Bank towards furthering financial inclusion and financial literacy. Within the developmental and regulatory role of the Reserve Bank as a full service central bank, efficient and comprehensive credit delivery through panoply of channels/institutions for provision of financial products has always been accorded priority with a view to ensuring adequate financing for the productive sectors of the Indian economy. Over the years, the credit delivery system has been scaled up and expanded with innovations that reach out to the diverse financing needs of society. More recently, the effort has been to spread the economies of scale and scope and experience gained in urban and semi-urban areas to geographical regions and sections of society that asymmetric credit markets tend to exclude in view of their lack of pricing power. In 2014-15, the focus was on improving the availability of credit to micro, small and medium enterprises (MSMEs), revising priority sector guidelines to foster greater inclusiveness and enhancing the flow of credit to agriculture. In pursuance of its developmental role, the Reserve Bank accords priority to efficient and comprehensive credit delivery, particularly to priority sectors comprising primarily of the agricultural and MSME sectors, and the weaker sections of society. The guidelines on priority sector lending were revised during

the year with a view to widening the scope of the sector and improving the flow of credit. Financial inclusion efforts received a big fillip with the launch of the Pradhan Mantri Jan Dhan Yojana (PMJDY) coupled with synchronised efforts by the Reserve Bank. To simplify credit dispensation, the need to submit 'no due certificates' to scheduled commercial banks by individual borrowers, including self help groups (SHGs) and joint liability groups (JLGs) for all types of loans, irrespective of the amount involved, was discontinued. Innovative steps to provide support to MSMEs like guidelines for introduction of a mechanism to address the issue of delayed payment in the form of a technology enabled Trade Receivables Discounting System (TReDS), conducting research on matters relating to MSMEs, design and conduct of training programmes for the MSME division-in-charges and trainers in commercial banks were initiated during the year. Additionally, MSME divisions were opened by regional offices of the Reserve Bank to focus on issues concerning lending to the sector in their respective jurisdictions.

Outstanding Credit of Scheduled Commercial Banks

Growth of gross outstanding credit:

- At the end of March 2015 gross outstanding credit of scheduled commercial banks amounted to ` 68,784 billion registering an increase of 9.5 per cent during the year as against an increase of 13.7 per cent in the previous year.
- The number of borrowal accounts increased by 4.0 per cent to 144 million in 2015 from 139 million in 2014.
- Rural and Semi-urban centres registered higher growth in credit in 2015 at 14.1 per cent and 14.3 per cent, respectively compared with Urban and Metropolitan centres at 9.8 per cent and 8.0 per cent, respectively.

Sectoral (Occupation-wise) credit growth

- Bank credit to 'Agriculture' sector witnessed a lower growth of 7.4 per cent in 2015 as compared to 24.5 per cent in 2014, bank credit to 'Industry' sector also recorded a lower growth of 8.4 per cent as compared to 13.0 per cent in 2014.
- 'Personal Housing Loans' witnessed higher growth at 20.6 per cent in 2015 as against 14.2 per cent in 2014. Credit to 'Professional and Other Services' sector grew at 5.6 per cent in 2015 as compared to 16.3 per cent in the previous year.
- Outstanding credit to 'Trade' sector in 2015 grew at the lower rate at 15.5 per cent as compared to 22.4 per cent in 2014. Credit to 'Transport operators' registered 3.4 per cent growth (5.1 per cent in 2014). 'Financial sector' witnessed 10.6 per cent growth in bank credit in 2015 as against 18.0 per cent in the previous year.

Sectoral (occupation-wise) deployment of bank credit

- The share of credit to 'Agriculture' sector in the gross bank credit moderated to 13.1 per cent from 13.4 per cent in 2014, where as for 'Industry' sector the share decreased marginally to 41.2 per cent from 41.6 per cent.
- The shares of 'Finance' and 'Trade' increased to 8.2 and 9.6 per cent respectively from 8.1 and 9.1 per cent respectively in 2014. The share of 'Professional & Other Services' sector decreased to 7.2 per cent from 7.5 per cent in 2014.
- The share of 'Personal Housing loans' increased to 9.3 per cent from 8.4 per cent in the previous year.

Size-wise distribution of bank credit

- Small borrowal accounts each with credit limit up to ` 0.2 million contributed 77.0 per cent of the total number of borrowal accounts in 2015 as against 78.7 per cent in 2014. The share of small borrowal accounts in outstanding credit declined to 8.2 per cent from 8.4 per cent in 2014.
- Accounts with credit limit above ` one billion each, had a share of 31.5 per cent of the total outstanding credit in 2015 as compared to 32.8 per cent in the previous year.

Interest rate on bank credit

- The weighted average interest rate of all loans and advances worked out to be 11.76 per cent at the end of March 2015 compared to 12.01 per cent a year ago.

Features of Priority Sector Lending

- Separate targets of 8 per cent for small and marginal farmers (within the agriculture target of 18 per cent) and 7.5 per cent for micro industries have been prescribed to be achieved in a phased manner by 2017. These targets will be made applicable to foreign banks with 20 branches and above post 2018 after a review in 2017.
- Priority sector widened to include medium enterprises, social infrastructure and renewable energy.
- Monitoring of priority sector lending compliance on a 'quarterly' average basis at the end of the respective year from 2016-17.
- Priority Sector Lending Certificates (PSLCs) will be an eligible tradable instrument for achieving priority sector targets. The buyer will pay a 'price/ fee' to the seller bank for purchasing a specified amount of PSL obligation applicable for a particular date.
- Educational loans up to 1 million irrespective of the sanctioned amount to be considered as eligible for the priority sector.
- Export credit up to 32 per cent of adjusted net bank credit (ANBC) or credit equivalent amount of off-balance sheet exposure (CEOBE), whichever is higher, to be eligible as part of the priority sector for foreign banks with less than 20 branches. For domestic and foreign banks with 20 branches and above, the incremental export credit over the corresponding date of the preceding year will be reckoned up to 2 per cent of ANBC or CEOBE, as part of the priority sector.
- Foreign banks with less than 20 branches are required to achieve the total priority sector target of 40 per cent of ANBC or CEOBE, whichever is higher, in a phased manner by 2020.

Table 1 Achievement of Priority Sector Lending
(Amount in billions)

Outstanding	Public Sector Banks	Private Sector Banks	Foreign Banks
2014	16,190	4,645	907
%	39.4	43.9	35.8
2015	17,512	5,303	970
%	37.3	42.8	35.9
Increment	1,322	658	63
%	8.17	14.17	6.95

Source: Annual Report 2014-15, Reserve Bank of India

On an average, the Achievement of Priority Sector Lending is more in case of Private Sector Banks, Public Sector Banks and Foreign Banks which is reflected individually during the years 2014 and 2015. The incremental change is more in case of Public Sector Banks, Private Sector Banks and Foreign Banks while the change percent is more in case of Private Sector Banks (14.17%), Public Sector Banks (8.17%) and Foreign Banks (6.95%).

Table 2 NPAs in the Agriculture Sector

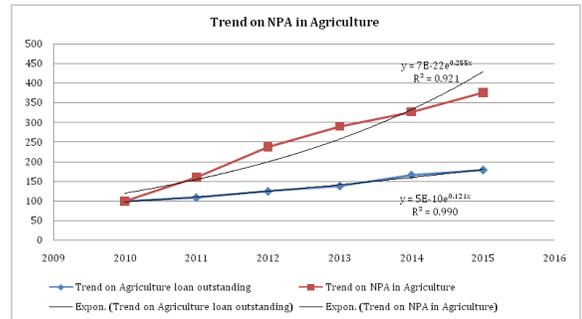
Year	Agriculture Loans Outstanding (billion)	Trend %	Gross NPAs in Agriculture (billion)	Trend %	Ratio of Gross NPAs (per cent)	Trend %
2010	4,636	100	104	100	2.2	100
2011	5,072	109	167	161	3.3	150
2012	5,802	125	248	238	4.3	195
2013	6,428	139	302	290	4.7	214
2014	7,698	166	340	327	4.4	200
2015	8,295	179	391	376	4.7	214
Average	6,322	136	259	249	3.93	179
r	0.99		0.99		0.87	

Source: Annual Report 2014-15, Reserve Bank of India

Table 2 gives an account of NPAs in the Agriculture Sector from the year 2010 to 2015. Agriculture Loans Outstanding rise steadily which is high in the year 2015 to the tune of 79 percent with an average growth of 36 percent. Likewise, Gross NPAs in Agriculture also increases steadily which is high in the year 2015 to the tune of 276 percent with an average growth of 149 percent while Ratio of Gross NPAs fluctuates with an average growth of 79 percent. The same is illustrated in the following figure which states the exponential growth rate for the trend on NPAs in the Agriculture is 25.5 percent

with the correlation coefficient determination of 0.92 and the same is 12.1 percent for the trend on Agriculture Loans Outstanding with the correlation coefficient determination 0.99. However, the trend line is positive in both the cases.

Figure a



Conclusion

Priority sector refers to those sectors of the economy which, though viable and creditworthy, may not get timely and adequate credit in the absence of a special dispensation. Typically, priority sector loans are small value loans to farmers for agriculture and allied activities, micro and small enterprises, poor people for housing, students for education, other low income groups and weaker sections. Such sectors are spread across the length and breadth of the country and especially prevalent in the hilly and coastal regions. Priority sector lending needs to be extended by banks as part of their normal business operations and should not be viewed as a corporate social responsibility. The Reserve Bank continued with its efforts to ensure extension of banking facilities to all unbanked villages. As per the analysis, NPA is the mounting problem for banks in lending in general and to Agriculture in particular. Hence efforts should be taken to eradicate the NPA problem as a whole to enable banks to lend more and more to uplift the rural mass by getting the benefits of lending.

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WOMEN ENTREPRENEURS FROM INDIA: PROBLEMS, MOTIVATIONS AND SUCCESS FACTORS

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Abstract

This study profiles women entrepreneurs who own and manage small to medium sized enterprises in the state of Tamil Nadu. It examined the problems these women faced during the setting up and continued operation of their businesses, and the work family conflicts that these women faced. It also looked at their reasons for starting a business and the self reported reasons for their success. The initial problems faced by these women seem similar to those faced by women in western countries. However, Indian woman entrepreneurs faced lower levels of work family conflicts and seem to differ in their reasons for starting and succeeding in business. Identifying the constraints and limitations which prevent women with entrepreneurial skills from starting their own businesses is an important aspect of economic development especially in countries such as India. It examines the start-up and current problems facing women entrepreneurs in Tamil Nadu. It also looks at their reasons for starting a business and the factors that led to their success as entrepreneurs. It also looks at their reasons for starting a business and the factors that led to their success as entrepreneurs.

Introduction

The past few decades have seen an increase in the number of women starting their own companies in many countries. For example, in Canada nearly 65% of the new businesses were started by women (Comper, 1991) Women are increasingly turning to entrepreneurship as a way of coping with the "glass ceiling" that seems to prevent them from reaching top managerial levels in organizations (Morrison, et al, 1987). Others find that entrepreneurship provides them with greater satisfaction and flexibility (Belcourt, et al, 1991). The trend also has been seen in several Asian countries such as Indonesia and Singapore (Lieuanan, 1992). However, as Patel notes, the entry of women into business is a "recent development in the orthodox, traditional socio-cultural environment" of Indian society. While exact statistics are hard to come by, a decade ago, the proportion of businesses set up and operated by women was only around 1 per cent (Patel, 1987) this is much lower than the figures found in western nations. Several studies in Canada and the United States indicate that the problems facing male and female entrepreneurs are different.

Research Objectives and Methodology

The data was collected through in depth personal interviews with the respondents. The interviews were two to three hours in length, and were followed by visits to the stores/production facilities in order to gain a

better understanding of their operations. A questionnaire was used to guide the researcher during data collection but the focus was also on collecting qualitative data through open-ended questions. The study is part of an effort to develop case studies on successful women entrepreneurs in India; hence, the focus was on in-depth research as opposed to having a large sample size. The cities were chosen based on discussions with the agencies and were based on the number of women entrepreneurs in the area. The final sample consisted of 35 women.

Results and Discussion

As can be seen from Table 1, the majority of the women entrepreneurs studied were operating their businesses as private limited companies that were 100% owned by themselves. Only a third were partnerships- with the spouse (31%) or a family member (44%) being the most common partners. The women were mostly young with nearly 70% being under 44 years of age. Over 90% were married with most being married over 10 years. They were fairly well educated with over 50% holding a university degree. Very few (34%) had previous experience of any type before they started their own business. Most of the women were in manufacturing sector with most being involved in the manufacturing of garments, leather goods or food items.

		No. of Respondents Percentage	
Type of Business			
Manufacturing	19	54%	
Retailer	2	6%	
Wholesaler	5	14%	
Service	3	9%	
Other	6	17%	
Number of Full-time Employees			
5 or under	17	47%	
6-10	2	6%	
11-20	9	27%	
21+	7	20%	
Ownership			
100% Self	23	66%	
Partnership	11	33%	
Source of Funds			
Self	15	43%	
Spouse/family	3	9%	
Banks	15	43%	
Other	2	6%	
Age			
25-34	7	20%	
35-44	17	49%	
45-54	6	17%	
55+	5	14%	
Business Connections			
Parent in business	6	17%	
Spouse in business	8	23%	
Parent & spouse	5	14%	
Other family	4	11%	
None	12	34%	

It is noteworthy that over 50% of the respondents had a parent and/or spouse who was a business owner. Most (66%) operated their business as a sole proprietorship; of the rest only three were in partnerships with their spouses.

Some of these findings are similar to those found in other nations but there are some interesting differences. The respondents in this study had extremely low previous work experience level; however, several had families with business connections. The proportion of married women in this sample is also considerably higher than those found in other countries. For example, several studies in other countries indicate that women entrepreneurs are less likely to be married (Bowen and Hisrich, 1986; Shim and Eastlick, 1998; Stevenson, 1986) than their male counterparts. Also, the number of women operating manufacturing firms is higher than found in most western studies (e.g., Buttner and Moore, 1997). Initial and current problems faced: The women in this sample faced problems

similar to those faced by female entrepreneurs in other nations. Cash flow problems were the most commonly stated issue with "inadequate working capital", "promoting the business", "lack of managerial experience" and "lack of time" being mentioned very frequently. (Table 2) Since most of these women (51%) used their own funds or funds borrowed from spouse/family to set up their business, problems associated with inadequate working capital are to be expected. While 43% had taken loans from a financial institution, for a significant proportion (38%), this was only a part of their original investment and not the primary source of funds.

Table 2 Start-up and Current Problems

Problem	Start-Up	Current
	N	n
Cashflow	19	16
Inadequate Capital	4	4
Product Quality Related	11	2
Employee Related	8	8
Marketing/Sales Required	12	9
Lack of Managerial exp.	7	
Lack of Time	7	7
Family Issues	2	5
Other	3	3

(66%) had no previous experience in business- either as employees or as owners. This may account for many of the other start-up problems faced by these women.

When asked what their most serious current problems were, the most common answer was again, "cash flow", followed by marketing and employee management. This, again, is not very different from findings from other countries. This is also reflected in the areas in which the training, most (43%) wanted marketing-related training.

Work-family conflicts

The women entrepreneurs in this study did not feel that having their own business affected their roles as spouse, parent or homemaker very much. As can be seen from Table 3, these women experienced very low levels of work-family conflict in their spousal or parental roles. For example, the mean score for the five variables measuring their relationships with their partners was 2.3 (a lower score indicates lower conflict level); the corresponding figure for the parental role was again below the mid-point

(2.54). Of the roles examined (i.e., spouse, parent and homemaker), the highest level of conflict was found in the homemaker role (3.1 out of a 5 point scale). It should be noted that all these women had someone to help them with their household chores- either a part time or a full time maid. Even with such help, many of them felt that they had no time or energy to handle their household chores. What could account for the lower level of role conflict in this sample? Part of the reason may be the high amount of spousal support that these women had. Most of them (over 74%) said that their spouse was either happy or very happy with the level of commitment that they had to their business and over 70% said that their spouse offered them emotional support. Thus, even though their partners did not offer much help with the household chores or with childrearing, the women were overall happy with the level of support that they received from their marital partners. This is also reflected in the fact that five of the women rated spousal support as a key reason for their success. Even among the others, many had stated that a woman cannot hope to succeed without support from her

spouse. Another factor that may have contributed to the high degree of spousal support that these women enjoyed might have been the stable, satisfactory nature of their marriages. As mentioned before, most were in fairly long lasting and happy marriages with over 80% stating that they were "satisfied" or "very satisfied" with their marital life.

Another possible reason for the lower level of role conflict that these women experienced might be the fairly high level of extended family support that they enjoy. Many had highly supportive parents and in-laws and 25% had at least one extended family member staying with them. This may have reduced the burden of childcare for these women.

The lower level of role conflict is reflected in the high level of satisfaction with life in general (4.3), their marriage (4.1) and their role as a parent (3.8). Most of these women were also highly satisfied with the way their business was progressing (mean=4.1) with over 80% stating that they were either "satisfied" or "very satisfied" with the way their business was progressing.

Table 3 Work-family Conflicts

	Mean+
Relationship with Spouse	
Improves relationship*	2.88
Keeps me from spending time	2.37
Worries interfere with relationship	1.94
Too tired to do things with spouse	2.22
Marriage suffers due to business	1.46
	Average 2.30
Relationship with Children	
Makes it hard to have good relations	1.77
Hours interfere with time spent	2.17
Irritable;not as good a parent	1.97
Don't have energy to be good parent	2.06
Makes me a better parent*	2.23
	Average 2.54
Homemaker Role	
Difficult to do household chores	2.49
Unable to do much at home due to time spent on business	2.43
Worries interfere with ability to do household chores	2.03
Don't have energy to do chores	2.34
Makes it easier to get chores done*	1.54
	Average 3.10

Reasons for starting a business

The women were asked why they started a business in the first place. The most common reasons were financial in nature. Ten women said that they were motivated by financial rewards; six of these reported that they started their business to help the family financially or because their husbands were unemployed. Thus financial benefit seems to be a key motivating factor. This is contrary to findings from developed nations like Canada (Lavoie, 1992). An almost equal number said that they were motivated by "pull" factors- e.g., needing a challenge, wanting to try something on their own, to be independent or show others that they are capable of doing well in business. Several others were motivated by their interest in a particular craft and having time on their hands to pursue their interests. For these women, the business often started as a hobby; then, as their friends and relatives started purchasing some of their products, the hobby slowly grew into

Table 4 Reasons for Starting a Business

	N	%
Had time/to keep busy	11	15
Was hobby/special interest	9	13
Money 10 14%	10	14
Needed the money/help family	6	8
Family/spouse had business	5	7
Control over time, flexibility	2	3
Challenge, try something on one's own, show others independence	11	16
Self Satisfaction	6	9
Example to children	2	3
Employment to others- do something worthwhile	3	4
Other	6	8

a full-fledged business operation. A final motivator seems to be the urge to do something for other people example, providing employment to others, to be good role models to their children or just the need to do "something worthwhile" (Table 4). While these can be called "pull" factors, the focus here seems to be on factors outside of themselves or their personal success. Studies from other countries- especially developed nations- indicate that individual "push" factors such as dissatisfaction with jobs are a significant motivating factor in the case of women entrepreneurs (Berard & Brown, 1994; Charest, 1995). It is interesting that the "push" factors here were primarily related with their jobs or facing the "glass ceiling". Unlike their western counterparts, these women were not starting a business at the peak of their childbearing years (as found by Belcourt, et al, 1991). The findings also differ from those found in other nations which indicate that women are motivated more by the need for achievement (Shane, et al, 1991), challenge and self-determination (Buttner & Moore, 1997) than monetary reasons. Balancing work and family does not seem to have been a major motivating factor for these women. In fact, only one woman mentioned the time flexibility that having your own business would offer as a reason for starting her enterprise.

Reasons for Success

The study also looked at the self reported reasons for success of these women entrepreneurs. When asked what led to their success, the most common reason

given seems to be personal qualities such as "hard work and perseverance". Product related factors such as "providing a quality product", "uniqueness of offerings" and "variety of products offered" were the most frequently stated reasons for success. People skills and marketing skills were mentioned by some women. A significant number of women also credited their success to the support provided by their spouses (Table 5).

While research in other developing countries does indicate that personal qualities are critical success factors for entrepreneurs, they usually are rated as lower in importance to other factors such as good management skills or having access to financial resources (Yusuf, 1995).

Table 5 Reason for Success

	N
Hard work	17
Quality/variety of products	12
Uniqueness of design	5
Management/marketing skills	9
Spousal support	5
Perseverance/determination	4
Other	11

The high importance placed on personal qualities by the respondents in this study may be due to the differing socio-cultural environment that these women operate in. As Patel (1987) notes, the entry of women into the entrepreneurial world is only a recent development in India due to the orthodox, traditional nature of Indian society. Hence, these women, who are the first to break out of socio-cultural constraints, must have felt that personal qualities are more important than managerial or technical skills.

Conclusions

This study examined the problems faced by women in two states in southern India in the starting and operation of their business, their reasons for starting in business, their reasons for succeeding, and the work-family conflicts faced by these women. While many studies in western nations had examined the above issues in the context of women entrepreneurs, very few studies had focused on women from the developing world. This

exploratory study indicates that there may be both similarities and differences between the experiences of women from the developing world and the developed world. Specifically, this study found that the start-up problems faced by women in both cases may be similar but there are important differences in other areas. There were some differences in all three factors that Cooper (1981) identified as having an influence on entrepreneurial activities. These women were different from women entrepreneurs from western nations on some antecedent conditions (e.g., support services). Differences in reasons for starting a business and succeeding in it were also found. Some of these differences may be due to socio-cultural differences between India and other nations. For example, the lower levels of work-family conflicts found in this study may reflect the stronger family support systems that these women had and the availability of low-cost household help. Others might reflect differences in economic factors. For example, the Government of India has set up several funding programs specifically for women entrepreneurs and this may account for the fairly large number of women who had used outside funding agencies to start their businesses. As this study was primarily exploratory in nature, further research with larger samples from other parts of India and other developing nations is required to gather more generalizable results.

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STRATEGIES FOR SUCCESSFUL RURAL ENTREPRENEURSHIP

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Introduction

Rural development is the process of improving the quality of life and economic well-being of people living in relatively isolated and sparsely populated areas. Rural development has traditionally centered on the exploitation of land-intensive natural resources such as agriculture and forestry. However, changes in global production networks and increased urbanization have changed the character of rural areas. Increasingly tourism, niche manufacturers, and recreation have replaced resource extraction and agriculture as dominant economic drivers. The need for rural communities to approach development from a wider perspective has created more focus on a broad range of development goals rather than merely creating incentive for agricultural or resource based businesses. Education, entrepreneurship, physical infrastructure, and social infrastructure all play an important role in developing rural regions. Rural development is also characterized by its emphasis on locally produced economic development strategies. In contrast to urban regions, which have many similarities, rural areas are highly distinctive from one another. For this reason there are a large variety of rural development approaches used globally. Rural development aims at finding the ways to improve the rural lives with participation of the rural people themselves so as to meet the required need of the rural area. The outsider may not understand the setting, culture, language and other things prevalent in the local area. As such, general people themselves have to participate in their sustainable rural development.

Status of Micro Finance

- “The global microfinance market grown by 15-20 percent again in 2015.”
- 28 States, 5 Union Territories and 568 districts

- The reported 156 MFI's with a branch network of 12,221 have reached out to an all-time high of 37 million clients with an outstanding loan portfolio of Rs 48,882 Crore
- The average loan outstanding per borrower stood at Rs 13,162 and 80 percent of loans were used for income generation purposes.
- Women borrowers constitute 97 percent of the total clientele of MFI's, SC/ST borrowers constitute 28 percent and minorities 18 percent.
- Average loan disbursed per SHG for 2014-15 is reported at Rs 184,551, whereas average loan outstanding per SHG stood at Rs 115,295.
- The aggregate NPA of SHG loans remain a concern; it has increased marginally by 0.6 percent from 6.8 percent in 2013-14 to 7.4 percent in 2014-15.

Key Statistics under SBLP

- SHGs saving-linked with banks – 77.12 lakh
- Saving amount of SHGs linked with banks – `11307 crore
- Number of SHGs with loan outstanding – 44 lakh
- Loan amount outstanding – `51721 crore
- No. of SHGs credit linked during – 16.43 lakh
- Amount of Loans disbursed during–30334 crore

Reasons for Business Failure

- **Confidence Gap between Men and Women:** “About three-quarters of both male and female entrepreneurs start businesses to pursue an opportunity (rather than out of necessity), but men show more positive perceptions about opportunities and their own capabilities, as well as lower fear of failure.” Nearly two-thirds of men

are confident they can start businesses, but less than half of women feel they have this capability. This is despite similar levels of education and experience.

- **Survival Driven (Seeking Money before Adding Value):** The purpose of entrepreneurship is not the accumulation of money but the creation of value-adding products/services that will help make the world a better place for all. Wealth is a result of consistently providing solutions to the problems of humanity.
- **Inadequate Knowledge (Low Business IQ):** to have more means you have to do more and to do more means you have to keep learning more! How do you learn more? By consistently focusing on personal development and self improvement through reading (books, blogs, magazines, etc.), attending seminars, business development trainings, executive mentorship or coaching programs, membership to a business club or network, etc.
- **Lack of Focus (Jack of all Trade):** The great Albert Einstein notably stated; “genius is the ability to focus on one particular thing for a long time without losing concentration.” Stop doing what everyone else can do and start doing what only you can do exceptionally well. Focus on your core areas of strength. As an entrepreneur your success or failure will be as a result of how well you maximize your strengths.
- **Fear of Failure (Risk-Averse):** Nursing the fear of failure is a reason why entrepreneurs fail in business. Entrepreneurship is about unleashing your passion and creativity to do something that you truly care about. It doesn't matter whether what you have in mind to create is popular or generally acceptable, what matters is that it mattered enough to you that you are willing to do whatever it takes to make your idea become a reality. Daring the un-dared for the sake of making change happen is the essence of entrepreneurship and it means looking your fear in the eye and stepping out in spite of it.

- **Lack of Vision (Shortsightedness):** Entrepreneurs fail for lack of vision. The entrepreneur on the path to doom is the one that will never think of tomorrow. If you cannot literally see yourself and your business far into the future beyond today, then you are on the path to destruction.
- **Poor Money Management (Extravagance):** The entrepreneur on the path to failure is the one who is extravagant –the habit of being excessively wasteful or spending money irrationally. Thrift is a requirement for your entrepreneurial journey if you hope to become successful. A good way is to look into financial management systems and to classify your expenses into two categories; urgent expenses and important expenses. Your urgent expenses are your recurrent expenses, meaning they are periodic in nature. Your important expenses are your capital expenses; meaning they are not periodic in nature but are necessary for the continuity of the business.
- **I Can Do Well All by Myself (Insecurity):** There is a limit to what an individual can achieve alone, thus the need for team work. The entrepreneur on the path to destruction is the one who will never empower others nor seek the help of others for fear that they might outshine him/her. Great things are seldom achieved alone.

Ways for a Viable Rural Development

- **Promote a friendlier environment for women customers:** When financial institutions deal with a relatively new customer segment with customized products, changes in human resource management systems may be needed. Banks can train sales staff, including relationship managers, on how to engage with women entrepreneurs. Financial institutions may consider hiring and training more female relationship managers to target women-owned business, as this could increase accessibility to new customers and provide greater comfort to them. Branches should be seen as more friendly and approachable for women customers.

- **Get social media:** There's no doubt that social media presence is important to a business's marketing strategy. "Whether it's Facebook, Twitter or even Pinterest, social media has proven to be a good conduit to business results, including sales leads, third-party endorsements and purchases,". "Quite simply, social media must be viewed as a forum for interacting with customers and conducting day-to-day business,".
- **Use your networks.** Being a small business owner is stressful, so use your network to form a reliable support system. "Joining industry groups is a good way to create a personal network of support," she said. "Professionals within these groups can provide a great sounding board for new ideas, frustrations and genuine dilemmas."
- **Learn to delegate.** As an entrepreneur, it's easy to take on all of the responsibilities required to run your business though it's not easy to manage them all. But before you can do that, it's important to hire trustworthy employees and train them well. "This will help lighten your load and offset some of the work and concerns that keep you up at night literally,"
- **Let your home life inspire you.** "Managing the needs of a household, including children, spouse, multiple schedules, school obligations, extracurricular activities, etc., is definitely akin to running a small business." "By translating what may already come natural to you in running your home into the workplace, you can create a seamless transition as you try to balance it all,"
- **Never stop searching.** Don't just use your existing network and resources always stay on the prowl for new business leads. "Knowing where to look for leads can make all the difference,". "Industry groups are a great first stop, but only if you're thinking of them beyond sources of support and camaraderie."
- **Do some soul-searching:** "Your startup is an embodiment of your whole and a reflection of your beliefs,". So before you open your doors, spend some time reflecting on those beliefs, your passions, your intentions for your new venture, and what your ideal company would look like. At the same time, take an honest look at your own weaknesses and try to find your own blind spots. If you want a successful business, it's even more important to know what you need help with than to know what you do well.
- **Pick the right type of business:** Consider not only the business itself, but the characteristics of the industry you're selecting. Some industries require you to be formal and understand traditions. Some depend on your ability to form personal connections with customers. Others are so fast-changing you must constantly adapt to keep up.
- **Hire the right people:** "Business is like sports: The best team usually wins," Take time over hiring, get to know the people who are going to be working with you, and make sure they are a good fit for you and your company in terms of their outlook, values, and personalities, as well as their actual job skills. And once you've got the right team, make sure you keep them by giving them jobs that they'll love and the opportunity to grow.
- **Love what you do:** Passion is a key to keeping a business strategy moving. Half-heartedness in an entrepreneurial endeavor will chip away at your drive to succeed. Perseverance is the one thing that's guaranteed to move anything over time, whether it's a person, a job or an entire company. Abraham Lincoln failed at most of his efforts until late in his life, but he never gave up.
- **Take baby steps:** Jumping all in is rarely ever successful. There are success stories about people who invested everything once and came out winners after six months or a couple years, but those are rare. Risk management is an essential factor in any startup, and balance is vital.
- **Learn from others:** Successful entrepreneurs often worked for others in their field of choice before striking out on their own. Spending a few years in the industry under an excellent mentor will provide a good launching pad. Learn from your predecessors' mistakes and brainstorm about how to improve upon their model. Find

someone willing to teach, and think about starting your business elsewhere when you leave.

- **Learn how to self-promote:** Confidence and a good elevator speech can take any pitch to the next level. The first marketing any company experiences comes from its founder.
- **Build A team:** Finding the skill sets and attitudes that support the culture of the brand you want to promote will foster innovation and enhance your reputation. Include folks from outside the company for the people you rely on. That will start a free marketing chain reaction that can build confidence and revenue.
- **Be mindful of your attitude:** The attitude of the founder will set the tone for the business. Negativity, laziness and entitlement waste time and money while they tarnish your reputation. Success largely depends on making mistakes and accepting blame in stride. Owning up to and facing challenges head-on is what makes a mere business owner a leader.
- **Experiment in stages:** Every industry, and every business, faces constant change, and you will need to keep changing if you want sustained success. Making small changes and using pilot programs to try out new ideas before committing your whole enterprise to them. Then evaluate the results of your experiment to see if it had the predicted effect and make adjustments if it did not. Finally, "grow what works and prune what doesn't."
- **Keep your eye on the future:** Running a successful company is a day-to-day challenge. It can be easy to lose sight of the long term, so make sure you have the time and mental space to think about where both your business and you are headed. "Write a journal to gain perspective on how you are progressing and dealing with the challenges you face,"

Conclusion

Microfinance institutions can broaden their resource base by mobilizing savings, accessing capital markets, loan funds and effective institutional development

support. A logical way to tap capital market is securitization through a corporation that purchases loans made by micro enterprise institutions with the funds raised through the bonds issuance on the capital market. There is at least one pilot attempt to securitize microfinance portfolio along these lines in Ecuador. A promising solution is to provide multi-purpose loans or composite credit for income generation, housing improvement and consumption support. Consumption loan is found to be especially important during the gestation period between commencing a new economic activity and deriving positive income.

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ROLE OF CORPORATE SECTOR IN PROMOTING WOMEN EMPOWERMENT (WITH SPECIAL REFERENCE TO ITC LTD)

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Introduction

There are very few business enterprises across the world, which at 100 years, are still firing on a reach on even higher orbit of growth. ITC is one such enterprise. The ITC story is one of transformation from a single product company to one of India's largest corporate enterprises in the private sector. Like all long and eventful journeys, ITC's too had a small beginning, way back in 1910 when the Imperial Tobacco Company set foot in Calcutta. India Tobacco Company Limited in 1970, moving on to I.T.C. Limited finally to the current forms of 'ITC Limited' without full stops in 2001.

Key Words : ITC - India Tobacco Company Limited, CSR- corporate social responsibility

CSR - Women Empowerment Initiative by ITC Limited

- ITC believes that economic empowerment of women transforms them into powerful agents of social change. The need of the hour is to diversify rural livelihoods..
- ITC's intervention leverages micro-credit and skills training to generate alternate employment opportunities. Increased income in the hands of rural women means better nutrition, health care and education for their children.
- Working with NGOs, ITC has organised village women into micro-credit groups. Group members make monthly contributions to create a savings corpus. The corpus is used to extend soft loans to group members, thereby eliminating the stranglehold of the moneylender.
- The system of mandatory contribution further strengthens the savings habit, leading to capital augmentation. ITC provides training to group members to handle bank accounts and understand the nuances of government development programmes.
- Empowered groups function autonomously and take their own decisions, including sanction of loans to fellow-members and collection of repayments. Well-managed micro-credit groups with no default records receive further support from ITC in the form of seed money for self-employment activities.
- Venture funds provided by ITC have already spawned hundreds of women entrepreneurs. Their earnings, ranging from Rs 70 to Rs 150 per day, not only supplement household incomes but also significantly enhance their self-esteem.
- ITC's Women's empowerment programme is a manifestation of ITC's steadfast commitment towards social goals and its initiative to develop the communities and households around ITC's units.
- The programme is part of ITC's mandate to address the challenge of creating sustainable livelihoods for communities, and has today covered over 24,000 women through 2155 self-help groups.
- Cumulatively, over 45,000 women have been gainfully employed either through micro-enterprises, or were assisted with loans to pursue income generating activities.
- ITC's Women's Empowerment programme is yet another successful model that exemplifies ITC's long-standing allegiance to Triple Bottom Line Objectives.
- The Programme is closely interlinked with ITC's Agarbatti business, and today this activity provides supplementary incomes to more than 4062 women.

ITC Conducts Skills Training to Enhance Employability

ITC goes a step further to help find employment for these trained women in areas related to its operations.

This programme is helping women across Andhra Pradesh, Karnataka, Madhya Pradesh, Uttar Pradesh and Bihar.

- ✓ Pickle-making
- ✓ fish-processing
- ✓ Vermi composting
- ✓ spice processing
- ✓ agarbatti-rolling
- ✓ garment-sewing
- ✓ driving
- ✓ computer-aided secretarial training

ITC Limited Corporate Citizenship: Livestock Development

The programme assists small landless women farmers to upgrade livestock quality through cross-breeding by artificial insemination to boost milk productivity by a factor of 6 to 9 times, leading to a threshold increase in household incomes and thereby an improvement in their economic status.

Following graph shows average increase in milk productivity due to cross breeding. The programme also provides integrated animal husbandry services that include pre and post natal interventions. Vaccinations and health services are provided to more than 1.7 lakh cattle.

Rural Employment Programme

Initiative provide sustainable economic opportunities to poor women in rural areas by assisting them to form self help groups that enable them to build small savings and finance self employment and micro-enterprise. The programme has demonstrated that extra incomes in the hands of women lead to positive changes in human development since it is largely invested in children's education, health and nutrition. The total turnover of women managed micro enterprises was Rs. 61.14 lakhs, the bulk of which was accounted by the sale of raw agarbattis and chikankar garments.

Universal Education

The programme is aimed at increasing chances of employability either through imparting training in skills or better education. The programme provides infrastructure support to government run primary schools and coaching through Supplementary learning centers to stem drop-outs

and enable more children to complete school and move on to higher classes.

In order to increase enrolment, poor children receive school uniforms and text/exercise books. A network of rural libraries and resource centers enrich the process of learning for these children. An innovative initiative of roaming laptop programme is also provided to government schools in rural areas.

Vocational Training Initiative - Enabling Future Readiness

ITC's skilling initiative for boys and girls, focuses on employability and employment linkages and has a larger purpose of empowering rural communities by creating sustainable livelihood opportunities. The programme focuses on building market relevant skills so as to make potential job seekers industry-ready and employable in the manufacturing or service sectors. The programme is also a part of the Company's affirmative action plan that focuses on the Scheduled Castes and the Scheduled Tribes (SC/ST), which are considered to be among the most socially and economically marginalized in India.

ITC's Vocational Training initiative under Mission Sunehra Kal offers skilling in trades including Hospitality, tailoring, beautician, automotive, electrical, construction, computer skills, security skills, bedside nursing and retail. The duration of the courses range from 4 weeks to 12 weeks, depending on the trade. ITC has trained over 19,000 youth till date in 2014-15 and plans to train 10,000 youth YOY. Of those trained so far, approximately 30% are girls and 40% belong to the SC/ST community.

Connecting Women to Value Chains

Through the Women and Trade Programme, ITC seeks to increase the participation of women entrepreneurs and producers in global value chains and to ensure that they enjoy greater economic benefits from participating in international trade. Women own close to 10 million of the world's small and medium-sized enterprises (SMEs). And SMEs account for almost 80% of jobs around the world, so increasing their competitiveness boosts the likelihood of creating jobs. Sustainable economic growth and the achievement of development goals are possible only through the active participation of women. In response to these challenges, ITC recently launched an initiative, 1

Million Women Entrepreneurs, which aims to connect a million women entrepreneurs to markets by 2020.

Conclusion

Women play a major role in the global economy. They invest more in their families than men do, in areas such as education, health and nutrition, creating a secure foundation for the future of their families and communities. So empowering women economically, especially through their involvement in trade, creates job opportunities for everyone.

WOMEN ENTREPRENEURSHIP: CHALLENGES AND STRATEGIES

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Introduction

Women constitute almost half of the total population in the world. So is the case in India also. But their representation in gainful employment is comparatively low. According to I.L.O, in 1980 “Women earn 50 percent of the world’s income and own less than one percent of world property, all because of an accident of birth.” In most countries average earnings of women are lower than of men. In several developing countries, marriage is the only carrier for most women. In the patriarchal society, there is the sexual division of labour which divides the human affairs into public and private domains, the first being the sphere considered proper to men, the second to women. The women become in the telling words of Simon de Behaviour, the ‘Second Sex’. The universally held view is that men’s purpose in the life is to serve god, the state and society, while women’s purpose is to serve men. In the contemporary times, the status of women in India is undergoing a metamorphosis, by providing not only equal rights and privileges for women but also making special provision for women. By the 73rd and 74th constitutional amendments, one-third of seats in the local bodies of panchayats and municipalities have been allotted to women and thus laying a strong foundation for their participation in decision making process at the village and district levels.

Empowerment of women in social, economic and political life of the nation is on the increase. With the spread of education and new awareness, women entrepreneurs have come up to balance the dual role, that is, family role and entrepreneurial role. So the freedom to think and act is the essence of any activity. Just political democracy, alone does not create equality, unless there is a change in mindset. This is stressed in the word of Tocqueville: “Men prefer equality to freedom... its social condition must be modified; its law, its opinion supersede... its habit changed and its manner corrupted”. Now the Indian Constitution has guaranteed equal opportunity

removing all discrimination based on sex. However, in practice, women were not given social equality and they were deprived of their human rights. Various acts have also been passed to prevent inequality in economic, cultural and social spheres. The Indian society, of late, by force of circumstances, has started realizing the anxieties of women and the need for giving equality of them.

Need for Women Entrepreneurship

“When a woman moves forward, the family moves, the village moves and the nation moves”, these words of Pandit Jawaharlal Nehru are often repeated because it is an accepted fact. Employment gives economic status to women. Economic status paves the way for social status. Uplift of women is an essential ingredient of human development. With the spread of education and new awareness, women entrepreneurs are spreading their wings to higher levels. Entrepreneurship for women can be planned and developed and the need for providing appropriate awareness and environment to promote entrepreneurship is of vital importance. Mishra has identified the following reasons for the women entering business.

- Women who take entrepreneurship because of dire economic needs.
- Women with a family background in some skill or trade and desire to earn extra income.
- Women with personality characteristics such as need for achievement, need for power and influence.
- Women who take it up as leisure time activity.
- On official advice and guidance.

Functions of Women Entrepreneurs

Frederick Harbison specifies the following functions for a woman entrepreneur:

- Explore the prospects of starting new enterprise.

- Undertaking of risks and the handling of economic and non-economic uncertainties.
- Introduction of new innovations or imitations of successful ones in existence.
- Co-ordination, administration and control.
- Supervision and providing leadership in all aspects of the business.
- Risk-bearing
- Organization
- Innovation

Problems for Women Entrepreneurs: With a view to ascertain the main problems faced by their clients, women entrepreneurs were provided with a list of possible business problems and were asked to indicate whether or not these represented a minor or major problem for women entrepreneurs, or if they were not a problem at all. Secondly, respondents were asked to indicate whether women entrepreneurs faced particular problems that are greater than those faced by small businesses in general.

Patriarchal Society, Absence of Entrepreneurial Aptitude, Marketing Problems, Financial Problems, Family Conflicts, Credit Facilities, Shortage of Raw Materials, Heavy Competition, High Cost of Production, Social Barriers, Problems of Middlemen, Lack of Information, Lack of Self-Confidence, Competition, Paucity of finance, Low Mobility, Costly Raw materials, Family Responsibilities, Absence of Risk-bearing Skills, Lack of Education and Social Taboos are some of the problems faced by women entrepreneurs.

Factors influencing Women Entrepreneurs

- Economic Independence
- Establishing their own creativity
- Establishing their own identity
- Achievement of excellence
- Developing risk-taking ability
- Equal status in society
- Greater freedom and mobility

The emergence of women entrepreneurs and women-owned firms and their significant contributions to the economy is visible in India. These businesses are ready for continued growth in the future. The number of women entrepreneurs has increased, especially during the 1990s. The new generation of women-owned enterprises is actively seeking capital for their businesses, using modern technology to find and create a niche in both the

domestic and export markets. While women-owned businesses possess the potential and are capable of contributing much more, it is essential to formulate strategic support and sustain their efforts in the right direction.

Surveys demonstrate that women's primary entrepreneurial activity is focused on the small-scale entrepreneurs, 15 percent are large scale manufacturers, and the remainder consists of cottage and micro-entrepreneurs. They work in a wide range of sectors from trade and services, to tailoring, beauty parlours, and printing. However, the involvement of women entrepreneurs in the predication sector is minimal and the development of this sector is rather slow. Empirical evidence shows that women contribute significantly to the running of family businesses mostly in the form of unpaid effort and skills.

Challenges faced by Women Entrepreneurs

Lack of Confidence: Women generally lack confidence in their own capabilities. Having accepted a subordinate status for long, even at home, members of their family do not appear to have confidence in their abilities and on their decision-making.

Problems of finance and working capital: Lack of access to funds because they do not possess any tangible security and credit in the market. Since women do not enjoy right over property of any form, they have limited access over external sources of funds.

Socio-Cultural Barriers: A Woman has to perform her family duties irrespective of her career as a working woman or an entrepreneur. In our society, more importance is given to educating the male child as compared to the female child. This results in lack of schooling and vocational training of women, their lack of attaining technical skills and thereby lack of awareness of opportunities available.

Production Problems: Production in a manufacturing enterprise involves coordination of number of activities. While some of these activities are in the control of the entrepreneur, there are others over which she has little control. Improper coordination and delay in execution of any activity cause production problems in industry. The inability of women entrepreneurs to keep pace with the latest advances in technology and lack of technical know-how results in high cost of technology acquisition and

machinery utilization. These problems result in increasing the cost of production and adversely affecting the probability of the unit.

Inefficient Marketing Arrangements: Heavy competition in the market and their lack of mobility makes the women entrepreneurs dependent on middlemen. For making their products, women entrepreneurs are at the mercy of middleman who pockets a major chunk of profit. Further, women entrepreneurs also find it difficult to capture the market and make their products popular.

Strategies: To overcome the resistance from husband and members of the family at the time of setting up of their venture, prospective women entrepreneurs are advised to maintain their cool and persistently convince them, without confronting them, regarding the benefits of setting up of an enterprise. The woman requires having a strong will power under the circumstances. The inflow of money will eventually solve this problem. Shouldering the dual responsibilities of an entrepreneur and a homemaker can be effectively undertaken by a women entrepreneur through better time management. A woman can start her business when her children are grown up enough to take care of their own small needs. For marketing her products, a woman entrepreneur must establish her credibility in terms of quality and competitiveness of product or service. She should acquire relevant techniques and skills to win customer's loyalty. E-Commerce businesses will also help greatly in this regard. Workshop and seminars should be organized frequently for the officials of financial and support agencies and for women entrepreneurs to make their relations more cordial. Women entrepreneurs should acquire relevant training in technology and in details of their plant and machinery. They should be knowledgeable about the functioning of machines and processes. They should be more assertive with their employees. Group entrepreneurship is a viable option for the weaker sections of the society and it helps woman to overcome their poverty.

Conclusion

In olden days, due to shyness and fear, women were not ready to come forward to undertake any work, job and business in the society. They concentrated only in family affair. But now a day's women have more awareness about the society, problems, circumstances and opportunities available before them. They are ready to take any risk to come forward economically as they more responsibility to take care of their children and more interest in the development of their family. If there is an income to a woman in the family, surely it will be spent only for the development of the family not for themselves. There is a proverb i.e., "anything is possible with a help of women. Similarly anything can be demolished by a woman". But now a day's most of the women concentrate in developing the family both in the case of nuclear and joint family. So both the Government and men should encourage the women to become entrepreneurs in all fields. They must be motivated to establish business concerns which will help to develop their family income and the standard of income of the particular region and a considerable contribution towards national income as whole from women will lead to make out nation to become a super power in the world.

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WOMEN ENTREPRENEURSHIP IN INDIA

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Abstract

In India, women comprise about 30 percent of corporate senior management positions, which is notably higher than the global average (24 percent). But in the overall workforce, India is one of the worst countries in the world — 113th out of 135 — when it comes to the gender gap. And women entrepreneurs constitute only 10 percent of the total number of entrepreneurs in the country. Women entrepreneurship has been recognised as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organisation and business problems. However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc.

Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment, thus contributing to the Millennium Development Goals (MDGs). Thus, governments across the world as well as various developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures.

The aim of this study is to discuss the issues regarding women entrepreneurship in rural India. This study reveals that absence of 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, the paradox of entrepreneurial skill & finance in economically rich and poor women, no awareness about capacities, low ability to bear risk, 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 hurdles for the development of women entrepreneurship in India.

Key words: *awareness, professional education, rural area, self-confidence, women entrepreneurship*

Introduction

Last ten years of Indian economy make it evident that the structure of ownership in the industrial sector, in agriculture, in the trade and commerce sectors has changed. Many women entered the world of business; trade and commerce. They have become successful entrepreneurs in various business activities. However, the rate of participation or rate of their inclusion in the business world is very low, in spite of its increase during the last ten years. This growth rate of women's participation in economic activities is much lower than the expected rate. If we look at the developed countries we see that woman actively participative in the business and trade activities, including agriculture, without any social or other restrictions. But in India, there are still many social and cultural restrictions on women. Hence, women participation

in entrepreneurial activities is less than the requirement of the fast growth of India.

Women's entrepreneurship needs to be studied separately for two main reasons. The first reason is that women's entrepreneurship has been recognised during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organisation and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs. This market failure needs to be addressed by policy makers so that the economic potential of this group can be fully utilised. While

without a doubt the economic impact of women is substantial, we still lack a reliable picture describing in detail that specific impact. Recent efforts initiated by the OECD (2010) are responses to this lack of knowledge and have focused the attention of policy makers and researchers on this important topic.

The second reason is that the topic of women in entrepreneurship has been largely neglected both in society in general and in the social sciences. Not only have women lower participation rates in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do. The industries (primarily retail, education and other service industries) chosen by women are often perceived as being less important to economic development and growth than high-technology and manufacturing. Furthermore, mainstream research, policies and programmes tend to be “men streamed” and too often do not take into account the specific needs of women entrepreneurs and would-be women entrepreneurs. As a consequence, equal opportunity between men and women from the perspective of entrepreneurship is still not a reality.

Policies and Schemes for Women Entrepreneurs in India

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. The Office of DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs facing specific problems.

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 upto 90% of the project cost. Similarly, under the Credit Guarantee Fund Scheme for Micro and Small Enterprises, the guarantee cover is generally available upto 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.

Schemes of Ministry of MSME

Trade related entrepreneurship assistance and development (TREAD) scheme for women Mahila Coir Yojana Schemes of Ministry of Women and Child Development Support to Training and Employment Programme for Women (STEP) Swayam Siddha Schemes of Kerala State Women's Development Corporation Self employment loan programmes Educational loan schemes Single women benefit schemes Job oriented training programmes Marketing support for women entrepreneurs Autorickshaw / school van's driver scheme Kerala Government's Women Industries Programme Delhi Government's Stree Shakti Project Schemes of Delhi Commission for Women (Related to Skill development and training)

Incentives to Women Entrepreneurs Scheme, 2008, Government of Goa Magalir Udavi Scheme, Pudhucherry Government Financing Schemes by Banks/ Financial Institution's

Problems Faced by Indian Women Entrepreneurs

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

1) Family ties

Women in India are very emotionally attached to their families. They are supposed to attend to all the domestic work, to look after the children and other

members of the family. They are over burden with family responsibilities like extra attention to husband, children and in laws which take away a lots of their time and energy. In such situation, it will be very difficult to concentrate and run the enterprise successfully.

2) Male dominated society

Even though our constitution speaks of equality between sexes, male chauvinism is still the order of the day. Women are not treated equal to men. Their entry to business requires the approval of the head of the family. Entrepreneurship has traditionally been seen as a male preserve. All these put a break in the growth of women entrepreneurs.

3) Lack of education

Women in India are lagging far behind in the field of education. Most of the women (around sixty per cent of total women) are illiterates. Those who are educated are provided either less or inadequate education than their male counterpart due to early marriages, son's higher education and due to poverty. Due to lack of proper education, women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing and other governmental support which will encourage them to flourish.

4) Social barriers

The traditions and customs prevailed in Indian societies towards women sometimes stand as an obstacle before them to grow and prosper. Castes and religions dominate with one another and hinder women entrepreneurs too. In rural areas, they face more social barriers. They are always seen with suspicious eyes.

5) Shortage of raw materials

Neither the scarcity of raw materials, sometimes nor, availability of proper and adequate raw materials sounds the death-knell of the enterprises run by women entrepreneurs. Women entrepreneurs really face a tough task in getting the required raw material and other necessary inputs for the enterprises when the prices are very high.

6) Problem of finance

Women entrepreneurs stiffer a lot in raising and meeting the financial needs of the business, Bankers, creditors and financial institutes are not coming 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.

7) Tough competitions

Usually women entrepreneurs employ low technology in the process of production. In a market where the competition is too high, they have to strive hard to survive in the market against the organised sector and their male counterparts who have vast experience and capacity to adopt advanced technology in managing enterprises.

8) High cost of production

Several factors including inefficient management contribute to the high cost of production which stands as a stumbling block before women entrepreneurs. Women entrepreneurs face technology obsolescence due to non-adoption or slow adoption to changing technology which is a major factor of high cost of production.

9) Low risk-bearing capacity

Women in India are by nature weak, shy and mild. They cannot bear the amount risk which is essential for running an enterprise. Lack of education, training and financial support from outsides also reduce their ability to bear the risk involved in an enterprises.

10) Limited mobility

Women mobility in India is highly limited and has become a problem due to traditional values and customs. Moving alone and asking for a room to stay out in the night for business purposes are still looked upon with suspicious eyes. Sometimes, younger women feel uncomfortable in dealing with men who show extra interest in them than work related aspects.

11) Lack of entrepreneurial aptitude

Lack of entrepreneurial aptitude is a matter of concern for women entrepreneurs. They have less 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.

12) Limited managerial ability

Management has become a specialised job which only efficient managers perform. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.

13) Legal formalities

Fulfilling the legal formalities required for running an enterprise becomes an upheaval task on the part of a women entrepreneur because of the prevalence of corrupt practices in government offices and procedural delays for various licenses, electricity, and water and shed allotments. In such situations women entrepreneurs find it hard to concentrate on the smooth working of the enterprise.

14) Exploitation by middle men

Since women cannot run around for marketing, distribution and money collection, they have to depend on middle men for the above activities. Middle men tend to exploit them in the guise of helping. They add their own profit margin which results in less sales and lesser profit.

How to Develop Women Entrepreneurs?

Right efforts on from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective development of women entrepreneurs.

- Consider women as specific target group for all developmental programmers.
- Better educational facilities and schemes should be extended to women folk from government part.
- Adequate training programs on management skills are to be provided to women community.
- Encourage women's participation in decision-making.
- Vocational trainings are to be extended to women community that would enable them to understand the production process and production management.
- Skill development has to be done in women's polytechnics and industrial training institutes.
- Training on professional competence and leadership skill are to be extended to women entrepreneurs.
- Training and counselling on a large scale for existing women entrepreneurs are essential to remove psychological barriers like lack of self-confidence and fear of success.
- Counselling through the aid of committed NGOs, psychologists, managerial experts and technical

personnel should be provided to existing and emerging women entrepreneurs.

- Continuous monitoring and improvement of training programmers are necessary.
- Activities in which women are trained should focus on their marketability and profitability.
- Making provision for marketing and sales assistance from government part.

Advantages of Entrepreneurship Among Women

Empowering women is a challenge. Micro enterprises can help to meet these challenges. Micro – enterprises not only enhance national productivity, generate employment but also help to develop economic independence, personal and social capabilities among women. Following are some of the personal and social capabilities, which shall be developed as result of taking up enterprise among Women:

- Economic empowerment
- Improved standard of living
- Self confidence
- Enhanced awareness
- Sense of achievement
- Increased social interaction
- Involvement in political activities
- Increased participation in gram sabha meeting
- Improvement in leadership qualities
- Involvement in solving problems related to women and community
- Decision making capacity in family and community

Economic empowerment of women by micro entrepreneurship led to the empowerment of women in many things such as socio-economic opportunity, property rights, political representation, social equality, personal right, family development, market development, community development and at last the nation development.

Steps Taken by the Indian Government

Entrepreneurial growth in developing countries is often constrained by :

- Insufficient funds to set up ventures, and
- Lack of entrepreneurship to perceive opportunities, organize resources and establish and successfully operate the enterprise

Even when financial resources are made available, indigenous women entrepreneurs are not emerging because potential entrepreneurship dormant within them is not nurtured and cultivated.

In order to accelerate formation of indigenous enterprise by women, imaginative development programmes and policies with sound institutional support are needed. This has been very well achieved in India in the last decade. The constraint of finance, which virtually prohibited the entry of women entrepreneurs into business, has been removed by specialized schemes for providing finance from commercial banks and state financial corporations. Encouraged by these schemes, large number of women entrepreneurs from diverse socio-economic backgrounds are coming forward and venturing into business. There has been a further impetus to development of women entrepreneurs in India due to the government policy of giving support in a big way for Women Entrepreneurship Development (WED) training programmes.

WED training programmes (content wise) are no different from general ED training for men. The whole WED package consists of :

- Pre- promotion activities
- Promotion & identification of entrepreneurs
- Selection
- Training
- Post-training support and follow-up

However, special emphasis has to be laid on development of PECs (Personal Entrepreneurial Characteristics) through training as a part of WED.

The First Five-Year Plan (1951-56) envisaged a number of welfare measures for women. Establishment of the Central Social Welfare Board, organization of Mahila Mandals and the Community Development Programmes were a few steps in this direction.

The second Five-Year Plan (1956-61), closely linked the empowerment of women with the overall approach of intensive agricultural development programmes.

The Third and Fourth Five-Year Plans (1961-66 and 1969-74) supported female education as a major welfare measure.

The Fifth Five-Year Plan (1974-79) emphasized training of women, who were in need of income and

protection. This plan coincided with International Women's Decade and the submission of Report of the Committee on the Status of Women in India. In 1976, Women's welfare and Development Bureau was set up under the Ministry of Social Welfare.

The Sixth Five-Year Plan (1980-85) saw a definite shift from welfare to development. It recognized women's lack of access to resources as a critical factor impeding their growth.

The Seventh Five-Year Plan (1985-90) emphasized the need for gender equality and empowerment. For the first time, emphasis was placed upon qualitative aspects such as inculcation of confidence, generation of awareness with regards to rights and training in skills for better employment.

The Eight Five-Year Plan (1992-97) focused on empowering women, especially at the Grass Roots Level, through Panchayati Raj Institutions.

The Ninth Five-Year Plan (1997-2002) adopted a strategy of Women's Component Plan, under which not less than 30 percent of funds/ benefits were earmarked for women related sectors.

The Tenth Five-Year Plan (2002-07) aims at empowering women through translating the recently adopted National Policy for Empowerment of Women (2001) into action and ensuring Survival, Protection and Development of women and children through rights based approach.

The Eleventh Five-Year Plan (2007-12) emphasized on strengthening women related legislations, institutional mechanisms and empowering women. Envisaged Swayamsiddha and Indira Gandhi Matritva Sahayog Yojana (IGMSY) as the main interventions through Self Help Groups never really took off.

The Twelfth Five Year Plan (2012-2017) emphasized at raising the sex ratio for age group 0–6 to 935 by 2011–12 and to 950 by 2016–17 and ensure that at least 33 percent of the direct and indirect beneficiaries of all government schemes are women and girl children and free education to them without any compulsion to work.

Conclusion

India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs face lots of problems like lack of education, social barriers, legal

formalities, high cost of production, male dominated society, limited managerial ability, lack of self confidence etc. Various factors like Pull and Push factors are influencing women entrepreneurs. Government has taken various steps for the upliftment of women entrepreneurs. Women have the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner.

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Appropriate support and encouragement from the society, family, government can make the women entrepreneurs a part of the mainstream of national economy and they can contribute to the economic progress of India.

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