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PREFACE

The Department of Business Administration, Commerce and Commerce with Computer Applications of Caussanel College of Arts and Science has organized National Conference entitled **“EMERGING TRENDS ON ENTREPRENEURIAL OPPORTUNITIES AND CHALLENGES”** on 26th October 2016. It is a greatest opportunity for the eminent Professors, Researchers, Global Managers, Global Entrepreneurs, Chief Executive officers of the company, practicing business managers, and management students for exchanging their knowledge and ideas in the field of management education and entrepreneurship. They have contributed some valuable ideas and concepts which are suited for the Business Management Institutions. More than hundred papers were received from different institutions all over the India. Among this, only few papers have been selected for the publication in the International Journal. The author and the editorial committee will examine each and every part of all the articles to minimize the clerical error. However, if there are still any articles published in the Journal, in violation of any copyright, the authors of the articles are legally liable for all consequences.

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**This International Journal of Management Dedicated to our
Honourable College Secretary**



Rev. Bro. Dr. N.S. JESUDOSS, SHJ

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20th October 2016

MESSAGE

It gives me great pleasure to congratulate the Department of Business Administration and Commerce, Caussanel college of Arts and Science, Muthupettai for organising a one day National Level Conference on Entrepreneurial Opportunities and Challenges.

I take this Opportunity to extent my hearty wishes to the organisers of the Seminar.

(Dr. S. Rajamohan)

Professor and Dean CDC (i/ c)

ACKNOWLEDGEMENT

As the Convener of the National Conference, I would like to thank my Parent Institution, Department of Business Administration, Commerce and Commerce with Computer Applications of Caussanel College of Arts and Science for providing excellent infrastructural facilities which is the utmost requirement for organizing the Conference entitled as **“EMERGING TRENDS ON ENTREPRENEURIAL OPPORTUNITIES AND CHALLENGES”**

I would like to express my heartfelt thanks to Rev. Bro. **Dr. N.S. Jesudoss, SHJ**, Secretary and Treasurer of Caussanel College of Arts and Science, without whose approval and motivation, I could not have successfully conducted this National Conference and publish the selected paper in the International journal which would be presented in the Conference.

I am grateful to Prof. **K. Hemalatha**, Principal, Caussanel College of Arts and Science for her meticulous support and guidance for organizing this Conference and also in publishing in the Journal.

I owe my gratitude to Prof. **Dr. S.Rajamohan**, Professor and Dean (CDC) i/c, Alagappa University for his valuable contribution for the success of this Conference.

I would like to extend my special thanks to Prof. **Dr. A. Jayakumar**, Professor of Commerce and Former Controller of Examinations of Periyar University, Salem for delivering the special address of this conference.

I owe my gratitude to Prof. **Dr. C. Vethirajan**, Professor, Department of Corporate Secretaryship, Alagappa University, Karaikudi, for delivering the keynote address.

I am indebted to **Dr. A. Morarji** and **Dr. K. Ganeshamurthy**, Department of Corporate Secretaryship, Alagappa University for his support to this conference.

I place on record my deep gratitude to **Dr. M. Karunakaran**, Assistant Professor of PG & Research department of Physics, Alagappa Government Arts College for his marvelous support of this conference.

I am grateful to the Chairpersons, my deep gratitude to my wife **Mrs. S. Maheswari**, HOD of Physics, Caussanel College of Arts and Science for her strong support to this conference.

I record my special thanks to my **Colleagues, Vice Principals and Dean** and also **office staff members and my lovable students** of Caussanel College of Arts and Science for their healthy support.

Prof. M.MUTHUKUMARESAN
CONVENER

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WOMEN ENTREPRENEURS

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Abstract

In today's world, women entrepreneurs are playing very vital role and they have become important part of the global business environment and it's really important for the sustained economic development and social progress. The women Entrepreneurs as the potentially emerging human resource in the 21st century. In India, though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. The main purpose of this paper is to find out the status of women entrepreneurs in India. This paper includes rationale grounds behind the women entrepreneurship. Another main purpose of this paper is to policies of Indian government for women and also to analyze that are those policies adequate for the growth of women entrepreneurship. Main reasons for women to become an entrepreneur, the institutions that are serving the women to put their views into action are also included in this study. On the basis of this study some suggestions are given to encourage spirit of women entrepreneurship to become a successful entrepreneur.

Key words: Women entrepreneurs, Environment, Economic Development.

Introduction

Women Entrepreneurs may be defined as the women or a group of women who commence and operate a business venture. . Like a male entrepreneurs a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspects of business. Government of India has described women entrepreneurs as an enterprise/venture owned and controlled by women having at least financial interest of 51% of the capital and giving at least 51% of employment generated in the organization to women.

Schemes for Promotion and Development of Women Entrepreneurs

According to the Third All India Census of Small Scale Industries conducted in 2001-02 and subsequent estimates made, only 10.11% of the Micro and Small Enterprises in India are owned by women while 9.46% of the MSE enterprises are managed by women. In order to promote progressively women enterprises in the MSE sector, various schemes have been formulated by this Ministry and some more are in the process of being finalized, aims only at the development of women enterprises in India.

Characters of Women Entrepreneurs

- **Positive Attitude**

There's no energy that can mimic what's released when a positive, high-stepping woman enters a room. A positive attitude is the fuel needed to drive us from idea conception to realization. In this positive attitude takes conscious effort on your part. Arrest negative thoughts and replace them with positive ones. Listen to the things you're saying to yourself in your mind. Deliberately use words that focus on constructive, affirming truths about you. To help you stay positive, surround yourself with people who'll encourage, inspire and believe in you. If you have a positive attitude, you'll be able to see the potential that lies within you.

- **Overcome Obstacles**

Women struggled in their lives tend to have amazing inner strength. Use adversity to your advantage. At the end of a struggle, you are a better, more valuable person. Helen Keller said, "Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, vision cleared, ambition inspired and success achieved." Find what you're meant to learn in a struggle, and you'll see that it isn't as fierce as it appears to be.

- **Strong-Minded**

Strong minded doesn't mean that you're rude, conceited or destructive. On the contrary, a strong-minded woman displays confidence. When you're strong minded, you are empowered, possess a healthy self image and take responsibility for your life. The entrepreneurial spirit, by its very nature, requires us to consider possibilities that most aren't brave enough.

- **Soft-Hearted**

Charity and compassion allow us to reach beyond our cookie-cutter lives and make a difference in the lives of others. By reaching out to others, we grow as individuals. A woman with a compassionate heart has great influence.

- **Integrity**

You do not need to leave victims in your path to be victorious. They are needed to step on others to step to the next level. Integrity must be the very core of your character. Always put honor before dollars and live by your convictions. As you gain respect and trust, your company will grow. People seek to do business with those they trust.

- **Balance in her Life**

Our lives revolve around four major categories: family and friends, health, wealth and spirit. These areas must be balanced to lead a fulfilled life. Evaluate your balance continually. A balanced life allows you to think clearly with imagination and optimism.

- **Goals**

Goals are dreams with a plan for realization. Commit your short- and long-term goals to writing. Record how and when you'll achieve them. Post your goals in plain sight and review them often. Record the reward when the goal is attained. Remember that you can't hit a mark you can't see, and continual success demands a plan.

- **Driven by a Cause**

Looking for the hole in the market is a strategic move in every entrepreneur's plan. Find the needs in your business ventures and pursue those causes with passion.

- **Focused on the Next Step**

The greatest Point of resistance is just before breakthrough. We must have a stubborn resolve to see ourselves to the other side. When challenging circumstances seek to derail us, if we just take that next step, we'll find that we've made it.

Status of Women Entrepreneurs in India

Entrepreneurship is considered as one of the most important factors contributing to the development of society. India has been ranked among the worst performing countries in the area of women entrepreneurship in gender-focused global entrepreneurship survey, released in Status of higher education in women in India came out to be lower than most countries in the world. At present, women's entrepreneurial role is limited in the large scale industries and technology based businesses. But even in small scale industries, the women's participation is very low. As per the third all-India census of Small Scale Industries, only 10.11% of the micro and small enterprises were owned by women, and only 9.46% of them were managed by women. While the number of women operating their own business is increasing globally, women continue to face huge obstacles that stunt the growth of their businesses, such as lack of capital, strict social constraints, and limited time and skill.

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 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 hinder 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 competition

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.

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
- To read more on activities of Ministry of MSMEs for women development, click here.

- **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

Support Needs of Women Entrepreneurs

Financial support

- Low cost start up loans.
- Loan funds specifically aimed at women entrepreneurs.
- Grants for business start up
- Investment grants.

Business support and training Networking Other issues

- Flexible delivery of business support, to include child care.
- Applied and/or participatory research with women entrepreneurs.
- Support for the establishment of co-operatives.
- Influence by women entrepreneurs over policy before it is decided.
- Support for international networks of women entrepreneurs.

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 were developed as result of taking up enterprise among Women

- Economic empowerment
- Improved standard of living • Self confidence
- Enhance awareness • Sense of achievement

- Increased social interaction
- Engaged in political activities
- Increased participation level 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.

Conclusion

Economic status to women and economic status gives way to social status and there by empowerment to women. 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. Nowadays, they are facing widespread problems from setting of enterprise to the marketing of products. To respond to the needs of women it requires devising measures to integrate women as decision-makers, participants and beneficiaries in all relevant development activities and to address the totality of problems women face as entrepreneurs, due to the wide spectrum of elements affecting the equitable participation of women in development.

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PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURSHIP – A STUDY WITH REFERENCE TO RAMANATHAPURAM DISTRICT

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Introduction

“When women moves forward the family moves, the village moves and the nation move”

Pandit Jawaharlal Nehru

Women were made to work, that sentence should be taken literally, not in the metaphorical sense that derives everyday weepies on television. “You are women”, the not-so-subtle message in such programmes goes, “and it is your lot to suffer, be discriminated against and abused, and go through it all with the stoicism of a Zen monk (fine, some fears are allowed)”, women to repeat, were made to work. In all but most strenuous of tasks, where they are at biological disadvantage, they acquit themselves better than their male counterparts.

Consider childbirth by early twenties, a man is physically and mentally equipped to be a mother Surely that has some bearing on why 22 year old women MBA from any business school is few times as matures as her male batch mate who is still a bit of a boy. In any organization that believes in equal opportunities, the former would be one the fast track to growth and the latter, on the not-so-fast one. Even after making allowances for a 12-18 months maternity break, the women would ahead.

Today women are entering in the field of business in increasing numbers and they do so to face many tangible obstacle Despite numerous barriers they demonstrate a strong determination to succeed. Women have proved themselves very successful entrepreneurs by engaging in one or two income generating ventures with the confines of their family. They contribute in bringing prosperity to themselves, their family members and to the economy in general Women owned businesses are becoming increasingly important in the economies of almost all countries in our country also women are entering into the entrepreneurial career in a big way. At present about 7 per cent of the total enterprises in the country are being run by women.

Need of the study

The need to conduct this study specifically of women’s business ownership is based on the proposition that women problems some of which are in addition to or different from those met by men in starting and running business In order to find out the problems and constraints being faced by business women, their managerial capabilities and training needs this study was taken up.

Review of literature

Issues related to women have attraction attention in recent years especially in the contest of social change and economic development a number of studies have been carried out in the area. A review is made of some of the important works. One of the major work done in the area of women and development is the book on “Women and social policy”, written by Constantia Safilios Rothschild (1974) she has beautifully presented the theoretical background of social policy related to women. In a study of “Jamanalal Baja) Institute of Management studies” University of Mumbai 1976, an effort has been made to study the social and business implications of women managers entering the business scheme in India. Lalitha devi in her study (1982) has tried .to show that

employment percentage against age, education, family type, place of residence plays a crucial role in raising the status of women. Study conducted by Rajasthan entrepreneurs in 1983 brings out the point that women are equally effective as men in business industry

Dr. Anali Mehta has made a study .on “Women entrepreneurship in Gujarat” (1993). According to her study the women entrepreneurs appreciated the training programmes conducted by centre for entrepreneurship development (CED) but were little unhappy about the lack of substantial follow up action.

A research study (1993) in USA found that banks and financial institutions historically viewed that women entrepreneur as more doubtful propositions than men often discriminating subtly or overtly in bending practices.

A research study entitled “Entrepreneurial competition and gender wise variations” (1994) discussed the concept of entrepreneurial competencies as determinants of entrepreneurial development. The finding conclusively that gender therefore may not be the determinant of competence levels in twin entrepreneur success.

An exploratory research study on “women entrepreneurs in transition (1994) identified five transitions in women entrepreneurs based on analysis of 150 cases of women entrepreneurs in India despite predicting the future trends.

An empirical study on “emerging profile of small women entrepreneurs - cum - managers in India a case study” revealed that women entrepreneurs in India engaged in died variety of non-traditional business activities are well equipped with education and experience and are highly motivated to their business independently and are prepared to face any challenge. They are fully involved in the business so as to gain and enhance economic and social status.

Dr. Hanumant Yadav, in his research paper “Problem of Women Entrepreneurship in Eastern Madhya Pradesh” (1998) revealed that the paucity of funds is the cruse of all the problems. If it is solved half of the major problems are solved.

Statement of the problem

It is evident from the preceding brief review of literature that issues related to women have been attracting attention in recent years especially in the context of social and economic development. Therefore, on account of their importance, studies on women entrepreneurship have been carried out (or) are in the process in almost every economy. A few studies that are available are mostly surveys of economic aspects and of problems of running the industrial units. Many of these are also related or conducted in metropolitan or urban areas. There are no previous studies that constraints data on prospect of women entrepreneurship in a backward area like Ramanad District in Tamilnadu has been undertaken. Therefore, it has incited us to undertake the study.

Objectives of the study

- To analyze the role of women as entrepreneur and identify the various avenues for women entrepreneurship.
- To study the general profile of women entrepreneurs and their enterprises.
- To find out the problems and constraints being faced by these business women
- To find out the managerial capabilities of women entrepreneurs and their training needs.
- To seek the opinion of respondents regarding certain issues related to women: entrepreneurship.

Methodology

Since the study was basically of a descriptive nature, the research instrument for data collection was the interview schedule. The respondents and the interview schedule were administered personally. A sample of 50 women entrepreneurs was taken according to stratified random sampling technique. The collected data was tabulated and analyzed for drawing the inferences. Due to descriptive nature of the study, statistical hypothesis were not formulated. The analysis in the study was carried out using simple statistical techniques. Inter variables relationships have been established wherever possible by carrying out cross tabulation of the

available data. Primary data collected through the questionnaire is analyzed with the use of simple percentage and weighted average methods.

Need for Women Entrepreneurship

The emergence of women entrepreneurs in a society depends to a great extent on the economic, religious, cultural, social, psychological and other factors. Hence, the emergence of women as entrepreneurs in India should be seen as a resurgence of the rightfully respectable socio-economic status of women. However, a society constrained by suppressive socio-economic factors cannot generate the much needed women entrepreneurs on its own. The women were not given regained scope for education in the country. The private initiatives directed towards the growth of entrepreneurs as existing in USA and in UK are not wide spread in our country. Moreover, women have become the integral part of the industrialized society. Women are expected to come out from tradition by taking up self employment ventures. The liberalization policy of the government has thrown-up to open a vast area of the economy for private entrepreneurship under such circumstances special efforts to develop women entrepreneurship is keenly felt. A very few women entrepreneurs have had successful in their venture having different background in the Indian corporate world they are Ekta Kapoor (creative director of Balaji Tlifilms), Kiran Mazumdar Shaw (fonder and director of Biocon Groups), Anu Aga (chairperson, Thermax), Lalita Gupte (Joint M.D ICICI Bank), Renu Karnad (Executive Director HDFC), Naina Kidwailal (Deputy CEO, HSBC) etc.

Socio-Economic Conditions of Women Entrepreneurs

An entrepreneur's works as an investor, promoter, organizer, manager, coordinator and also a capitalized she takes decisions with regard to work inside the house, the some would be extended in the work place. Findings of the study under taken by Shanta Kholi Chandra reveals that socio-economic factor are affecting the women entrepreneurs. In her study majorities of women entrepreneurs are young, and do not belong to business families. Marital status and family bindings in majority of the cases did not interfere significant in continuing the enterprise.

Period of Establishment

The numbers of enterprises established by women entrepreneurs are very less being it is a backward area, less literacy rate, and are also not financially sound, very few women entrepreneurs are there. Even among them very few women entrepreneurs are successful.

Table 1 Number of enterprises established by women entrepreneurs

Sl. No.	Year of establishment	Total	
		No. of women entrepreneurs	Percentage
1.	Below 1990	2	8
2.	1991 -1995	1	4
3.	1996-2000	2	8
4.	2001-2005	15	60
5.	2006-2008	2	8
6.	2009-2010	3	12
Total		25	100

Source: Field investigation

The critical evaluation of the above table reveals that, there is a greater variation among male and female entrepreneurs towards the establishment of entrepreneurs towards the establishment of enterprises. Not even 8 per cent has been covered towards enterprises established by women enterprises in Ramnad district in 2006-2008.

Table 2 Age wise classification of respondents

Sl. No.	Age	Total	
		No. of Women Entrepreneurs	Percentage
1.	10-20	2	8
2.	20-30	11	44
3.	30-40	7	28
4.	40-50	2	8
5.	50-60	2	8
6.	Above- 60	1	4
Total		25	100

Source: Field investigation

It can be evident from the above table-2 out of the 11 women entrepreneurs belong to the age group of 20-30 years, in second position 28 per cent women entrepreneurs belong to 30-40 age groups in study area. In third position 8 per cent of women entrepreneurs belong to below 20 years age group and same percent of women entrepreneurs were also belonged to 40-50 age groups and 50 -60 age groups. Most of the women entrepreneurs are middle age; this group attains some maturity to settle in the field of entrepreneurship.

Table 3 Level of Education

Sl. No.	Education level	Total	
		No. of women entrepreneurs	Percentage
1.	Illiteracy	3	12
2.	1 - 10	13	52
3.	10-12	2	8
4.	12-15	4	16
5.	15-17	1	4
6.	Professional	2	8
Total		25	100

Source: Field investigation

It is clear from the above table-3 education wise analysis shows that most of the women entrepreneurs are in below graduation level. Being the district is in backward region even some women entrepreneurs are there with no education. Some women entrepreneurs are expert in technical field. Majority of the women are in High School Level (52%) and in the case of second place is Degree level (16%) and third place is illiteracy of women entrepreneurs i.e., (12%).

Table 4 Religion and Cast wise Distribution

Sl. No.	Caste	Total	
		No. of women entrepreneurs	Percentage
1.	Scheduled caste	3	12
2.	Scheduled tribe	1	4
3.	Backward caste	17	68
4.	Other caste	4	16
Total		25	100

Source: Field investigation

Above table-4 reveals that among the women entrepreneurs covered by the sample study are belonged to different casts, caste and religion has also placed a significant role in entrepreneurship development. 68 per cent of sample sizes are belonged to backward caste, SC and ST women entrepreneurs are few in numbers i.e., 12 per cent and 4 per cent respectively.

Table 5 Religion wise Distribution

Sl. No.	Religion	Total	
		No. of women entrepreneurs	Percentage
1.	Hindu	23	92
2.	Muslim	2	8
3.	Christian	-	-
4.	Others	-	-
Total		25	100

Source: Field investigation

It is clear from the above table that most of the women entrepreneurs belong to other backward classes category and non-reserved class. Among the women entrepreneurs covered by the sample study 92 per cent were belonged to Hindu and rest of 8 per cent belonged to Muslims.

Table 6 Marital Status

Sl. No.	Particular	Total	
		No. of women entrepreneurs	Percentage
1.	Unmarried	4	16
2.	Married	21	84
3.	Windows	-	-
Total		25	100

Source: Field investigation

Marital status of women entrepreneurs will also have an influence towards the success of enterprise. It is clear from the above table that 16 per cent women entrepreneurs are unmarried and remaining 84 per cent women entrepreneurs in were married. They are all running the enterprise with the help of their family member

Table 7 Type of Family

Sl. No.	Family type	Total	
		No. of women entrepreneurs	Percentage
1.	Joint family	7	28
2.	Nuclear family	18	72
Total		25	100

Source: Field investigation

Type of family will play a significant role in the development of women entrepreneurs it is clear from the above table that majority of women entrepreneurs are living in nuclear family and they are managing the enterprises very easily. Table 3 shows that it shows that 72 per cent of the women entrepreneurs belong to nuclear family and rest of respondents belonged to joint family. It indicates that to manage the business successfully nuclear family environment is more favorable for the women entrepreneurs

Table 8 Family background

Sl. No.	Family Background	Total	
		No. of women entrepreneurs	Percentage
1.	Agriculture	12	48
2.	Business	9	36
3.	Industry	1	4
4.	Services	2	8
5.	Others	1	4
Total		25	100

Source Field investigation

The family background of women entrepreneurs will play an important role for the development of women entrepreneurship. It is clear from the above table that most of the family members of the women entrepreneurs are from the agriculture background. It stood at 48 per cent. It emphasizes the fact that a family background of; agriculture experience influence to a greater degree in taking to entrepreneurship as a career. Business environment in the family, encouragement and support from the family members, and at some times situational forces all has combined for the women entrepreneurs in setting up of an enterprise.

Table 9 Type of the Enterprise

Sl. No.	Type of enterprise	Total	
		No. of women entrepreneurs	Percentage
1.	Manufacturing	16	64
2.	Job working	2	8
3.	Servicing	4	16
4.	Assembling	1	4
5.	Sub-contracting	2	8
Total		25	100

Source: Field investigation

A study has also been carried out to know about the type of the enterprise, which the women entrepreneurs are carrying out. The above table reveals that most of the women entrepreneurs were in manufacturing sector (64%). Servicing here refers being in the business of Beauty parlor, tailoring, hotels, computer centre etc. In second place is servicing sector in with 16 per cent of sample group.

Table 10 Age of the enterprise

Sl. No.	Period of establishment	Total	
		No. of women entrepreneurs	Percentage
1.	1-5	14	56
2.	5-10	7	28
3.	10-15	2	6
4.	Above 15	2	6
Total		25	100

Source: Field investigation

The critical evaluation of above table portrays that most of the enterprises i.e., 56 per cent of sample size are having age of the enterprise in between 1-5 years of age and 28 per cent are in between 5-10 years of age.

Table 11 Ownership of the firm

Sl. No.	Type of enterprise	Total	
		No. of women entrepreneurs	Percentage
1.	Proprietorship	16	64
2.	Partnership	6	24
3.	Co-operatives	1	4
4.	Private limited	1	4
5.	Public limited	1	4
6.	Others	-	0
Total		25	100

Source: Field investigation

The above table indicates that the majority of units are sole proprietorship units. A sole trader is one who carries as the business by herself and sharing profit and losses individually and bearing unlimited liabilities, some are the units were found in private limited and public limited company and co-operative form of organization in the survey. Taken from the women entrepreneurs.

Table 12 Location of the Entrepreneurs

Sl. No.	Location of the entrepreneurs	Total	
		No. of women entrepreneurs	Percentage
1.	Urban	16	64
2.	Semi-urban	4	16
3.	Runt	5	20
Total		25	100

Source: Field Investigation

It is clear from the above table that most of the women entrepreneurs belong to the urban area (64%). It shows the higher awareness among the women of the urban art towards entrepreneurship There are so many factors for the less awareness in rural areas, for example lack of education, lack of proper guidance, lack of required information about the business, facilities

and services available, orthodox social with religious environment working as subsidiary in the agriculture etc.

Table 13 Period of working days

Sl. No.	Period of working days	Total	
		No. of women entrepreneurs	Percentage
1.	Regular	19	76
2.	Seasonal	6	24
Total		25	100

Source: Field investigation

There are certain industries where it works in only seasonal periods for example in case of papad industries, the season is between December - May during that period only the processing of papad industry takes place It is evident from the above table that majority of the units i.e., 76 per cent were regular in nature. Regular units such as tailoring, beauty parlor, and computer center, hotel, embroidering etc., and rest of. 24 per cent can't their business on seasonal basis.

Table 14 Size of Total investment

Sl. No.	Size of investment (in Rs.)	Total	
		No. of women entrepreneurs	Percentage
1.	1,000 to 10,000	14	56
2.	10,000 to 50,000	7	28
3.	50,000 to 1,00,000	2	8
4.	1,00,000 to 5,00,000	1	4
5.	Above 5,00,000	1	4
Total		25	100

Source: Field investigation

The above table shows that almost 92 per cent of the units are having an investment of below Rs. 1 lakh, being very backward region women were not well equipped for which women entrepreneurs will start small scale industries, in case of tailoring, embroidering, hotel, papad industries the investment required is less. Even in Xerox centers and beauty parlour initial investment is less. This shows the initial capacity and the standard of women entrepreneurs in Bidar district was very poor.

Table 15 Type of women entrepreneurs

Sl. No.	Types of work	Total	
		No. of women entrepreneurs	Percentage
1.	Tailoring	7	28
2.	Beauty parloru	2	8
3.	Hand pumps	1	4
4.	Garments	2	8
5.	Ophthalmologist/clinic	1	4
6.	Computer	1	4
7.	Papad industry	2	8
8.	Self employment	3	12
9.	Hotel	1	4
10.	Department store	1	4
11.	Painting and embroidering	1	4
12.	General fancy	-	-
13.	Bangle store	1	4
14.	Agarbatti	-	-
15.	Bakery	1	4
16.	Herbal production	-	-
17.	Beauty care	1	4
18.	Flour mill	-	-
Total		25	100

Source: Field investigation

The areas selected by women entrepreneurs toward their venture differ from women to women and also from place to place moreover, it depends upon the financial capacity, educational background etc. It shows that the women are not economically sound and are not well educated. They even do not possess the technical skills. 28 per cent of sample size is engaged in tailoring and 1 per cent of sample group are engaged in garment hotel and agarbatti business etc

Table 16 Training and experience of women entrepreneurs

Sl. No.	Trained/untrained Women Entrepreneurs	Total	
		No. of women entrepreneurs	Percentage
1.	Trained women entrepreneurs	23	92
2.	Untrained women entrepreneurs	2	8
Total		25	100

Source: Field Investigation

The above table shows that more percentage of women entrepreneurs has undergone training for the women entrepreneurs in as given by District Industries Centre (DIC) and Syndicate Institute of Rural Development (BIRD) to start. Beauty parlor, computer centers, tailoring and other business 92 per cent of sample size undergone training and only 8 per cent of sample size are untrained.

Influencing Factors of Women Entrepreneurs

Motivational or influencing factor plays a predominant role in starting the enterprise. There may be internal factors and external factors which motivate women entrepreneurs to start business. External factors are government, societies, family members, relatives and friends. Each respondent was asked to pick and rank them according to the importance she attached to each of the reasons mentioned by her is shown in below table.

Table 17 Source of media about this business

Sl. No.	Sources of Media About this Business	Total	
		No. of women entrepreneurs	Percentage
1.	Government	6	24
2.	Societies	2	8
3.	Electric media	1	4
4.	Print media	1	4
5.	Fiends and	14	56
6.	Relatives	2	8
Total		25	100

Source: Field investigation

Most of the women entrepreneurs selected for the study 58% of sample size agreed that they have got sufficient support and co-operation from their family whether they belong to nuclear family or joint family. This indicates the importance of influencing factor of family co-operation for the development of women entrepreneurship. Government acquires second importance with the weighted score of 24 points in Bihar district. Others ranked third with the weighted score in sample study. An attempt has also been made in this regard by examining the important internal motivational factor influencing on women to establish enterprise viz, professional, by birth, economic profit, to be economically independent, to do something to till time, it's my hobbies and to do social service.

Table 18 Reason for starring this business

Sl. No.	Reasons for this business	Total	
		No. of women entrepreneurs	Percentage
1.	Professional	3	12
2.	By birth	1	4
3.	Earning profit	11	44
4.	To be economical independent	2	8
5.	To do something worth	1	4
6.	It's my hobbies	1	4

7.	To do social service	5	20
Total		25	100

Source: Field investigation

The above table indicates that the prominent factors which are encouraged the women entrepreneurs to start the enterprise “Economic profit” has been the prime motivation or influencing factor which acquires to top most importance with the weighted score of 44. Utilization of capital resources of the family stood second position. As explained earlier, family will play a predominant role in influencing the women entrepreneurs, some women entrepreneurs want to fulfill their own ambition. This will also play an influencing factor for starting the enterprise. The third influencing factor which makes women entrepreneurs to start the enterprise is awareness about the idea of starting the enterprise.

Table 19 Source of Information

Sl. No.	Come to know about this Business	Total	
		No. of women entrepreneurs	Percentage
1.	Government	6	24
2.	Societies	1	4
3.	Electronic medias	1	4
4.	Print medias	1	4
5.	Friends and relatives	14	56
6.	Others	2	8
Total		25	100

Source: Field investigation

Source of awareness for the largest single group were advice from friends and relative with the weighted score of 56 points, the next most important reason was visit to similar DIC in the district with the weighted score of 24 points and others in a similar unit ranked as third reason for starting a industrial.

Location Factors

In an attempt to study the location factors that influence the women entrepreneurs in starting up their venture. Seven factors were identified by 25 women entrepreneurs each women entrepreneurs was asked to indicate three factors that were most encouraging to her in the order of priority in starting her unit

Table 20 Location factors in Sample Area

Sl. No.	Kind of assistance/help you require	Total	
		No. of women entrepreneurs	Percentage
1.	Incentive from government	-	-
2.	Subsidized loan	13	52
3.	Interest free loan	2	8
4.	Raw material supply at concessional rate	1	4
5.	Purchase of finished product by government	1	4
6.	Easy finance / loans on bank and financial institution	4	16
7.	Protection of small women entrepreneurs	4	16
Total		25	100

Source: Field investigation

Subsidized loans were perceived as the most encouraging factor among 13 entrepreneurs. The next most encouraging factor was protection of small women entrepreneurs, followed by easy finance/loans by bank and financial institutions.

Problems in Women Entrepreneurs

The new thrust given to the process of economic development of the country by the new dynamic leadership has created an all round enthusiasm and the new slogan of “March towards the 21 century” has gained popularity, but in this new enthusiasm towards the economic development of the country is not given much attention as required and that sector is women entrepreneurs.

The biggest problem against a women entrepreneur is that she is a woman. Its means that the attitude of society towards women and constraints in which she has to live and works is quite address. Women are still suffering from male reservations. These reservations create difficulties and problems at all level i.e., family support, training, financial licensing and marketing women in non-urban areas have to suffer still further. The following table shows the factors that inhibited women entrepreneurs or the problems faced by women entrepreneurs in the process of starting the unit.

Table 21 Discouraging factors in Sample Unit

Sl. No.	Problems/ Discouraging Factor	Total	
		No. of women entrepreneurs	Percentage
1.	Competition	14	57
2.	Price fluctuation	3	12
3.	Irregular supply of raw materials	2	9
4.	Storage	-	-
5.	Bargaining	1	2
6.	Fluctuation in demand	2	9
7.	Lack of experience	1	3
8.	Lack of technical know how	1	6
9.	Capital storage	1	2
Total		25	100

Source Field investigation

From the above table it can be noted that competition came out as the most influencing factor by the entire respondent 25 respondents in concerned.

The second highest problem by women entrepreneurs is price fluctuation in district. Third highest problem faced by women entrepreneurs is irregularly supply of raw materials and fluctuation in demand for certain industries such as cloths, beauty creams, electricity facility and raw materials is important to produce the ultimate product. Another important problem face by women entrepreneurs was in relation to lack of technical knowhow, it plays very predominant role in the development of woman entrepreneurs and also enterprise. Even from the above table it can be observed that “competition was biggest problem faced by women entrepreneurs, it might be either from male entrepreneurs or from fellow entrepreneurs Women entrepreneurs cited interest to do businesses as the main reason behind their planning into the entrepreneur’s world. Some of these said that business was in theft blood and they have a love for business profession The other problems faced by women entrepreneurs are as follows:

- Lack of suitable and appropriate environment for promotion of entrepreneurship.
- Lack of confidence to start their venture
- Social pressure and attitude of debuting a women’s capability
- Inadequate involvement of financial and other agencies to assist women to tackle problems that of finance etc.

Conclusion

Finally it can be concluded that, the women entrepreneurs must accept all the challenges and should overcome with her enthusiasm and confidence in her. In a study made most of the women entrepreneurs are managing their business simply without any urge to expand, develop or grow the enterprise, they are managing business in a traditional way since a long time, they do not even bother to change their technology of production and even the way of marketing of the

product. They are satisfied only with their existing system; such an attitude on the part of any entrepreneurs is not desirable. The business world moving ahead in all aspects in the midst of cut throughout competition at national and international level.

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SELF-HELP GROUPS AS A 'LIVELIHOOD DEVELOPMENT' FOR RURAL WOMEN: EXPERIENCES FROM INDIA

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Abstract

Governments, civil society organizations, development practitioners and bilateral as well as multilateral development organizations have over the past three or so decades worked and continue to do so towards reducing country and global poverty. This drive led to an emergence of different policy interventions, which are human centered. Key among these policy interventions is the empowerment of women who are identified as the most vulnerable, suffering disproportionately from poverty and its consequences. This explains why world leaders, with the turn of this millennium, dedicated two of the eight Millennium Development Goals (MDGs) to work towards bridging the gap between men and women and improving maternal health. These can only be achieved through the empowerment of women. As the 2015 deadline for the attainment of the MDGs draws closer and the discourse on what should constitute the next set of MDGs is at the peak, it is proper to find out how far we have come, where we are and where we are going. In doing this, this paper examines how rural livelihoods can be promoted through the empowerment of women using Self-Help Groups (SHGs) with focus on India and Ghana. The paper is based on experiences gained by the authors in their working relationships with, and research activities on self-help women's groups in the two countries. Overall, women SHGs have the potential to sustainably promote their livelihoods through economic, political and social empowerment. It is concluded that throughout the last two decades, SHGs across India and Ghana in particular, and the developing world as a whole have played critical roles in improving the livelihoods of the poor and vulnerable, especially women. As the debate on the world we want after the MDGs in 2015 and strategies for achieving it takes shape, our recommendation is that policy makers and implementers, development practitioners, the academia and the donor community should adopt the bottom-up approach with a special focus on women SHGs.

Keywords: *Ghana, India, Livelihoods, Self-Help Groups, Women*

Introduction

All over the world, gender inequality can be traced to poverty, which in its most general sense is inadequate or lack of access to basic necessities of life. This is particularly so in the developing world where an estimated 24 percent of the population lives in abject poverty. When compared with the absolute number of people living in poverty, India stands far worse, with 400 million people living in poverty (Nelson, 2013). A similar situation exists in Ghana, where about 29 percent of the population lives below the poverty line (GLSS, 2007). Thus, poverty alleviation continues to be a major challenge in India and Ghana in particular and in the world in general. Thus, in dealing with the world poverty situation, the World Bank identified three priority areas of action and these are the promotion of equal economic opportunities, empowerment and secured livelihoods across regions, cultures and genders (World Development Report, 2001). This is because women are strategic and critical actors in the process of moving their families out of poverty as they contribute a much larger share of their earnings to basic family maintenance (Taneja, 1998). SHGs create opportunities for the poor who cannot individually secure financial services such as credit from formal credit sources and other productive resources. For instance, in some parts of Ghana, through SHGs, women are able to improve their access and control of credit, land, and income generated from farm and nonfarm livelihood activities. This is supported by the findings of Billson (2005) that women in SHGs who manage to secure credit are able to turn their existing skills and market opportunities into small businesses and this empowers them and their communities through the financial inclusion.

This is particularly so among women in patriarchal societies (Zamam, 2000). Obviously, the formation of women SHGs across India and Ghana is a strategic tool in the fight against poverty and gender inequality. Thus SHGs when combined with the provision of credit and other facilities has the potential to enable women become socially, politically and economically empowered. They are able to gain and sustain economic empowerment through financial self-sustainability (Chowdhury, 2005). In recognition of the important roles of SHGs in promoting livelihoods and reducing country

level poverty, the governments of India and Ghana for that matter have over the years emphasized the need for integration of gender issues in national development planning. For instance, successive governments in Ghana and civil society organizations have over the years embarked on affirmative action for the empowerment of women. This culminated in the establishment of a ministry responsible for women's affairs in Ghana in the early 2000s.

In case of India, to ensure high-level women's participation in the development process, the government recognized the need for women to be represented in groups as a collectivization procedure, which by itself acts as an empowerment strategy. This laid foundation for proper functioning of Self Help Groups (SHGs). By this, there is a consensus among stakeholders that organizing women into small homogenous SHGs is a powerful instrument for their socioeconomic transformation. According to Kumaran (2002), individual approach to poverty alleviation is increasingly replaced by group approach. This in the view of Galab and Rao (2003) has become an effective tool in the design and implementation of poverty alleviation interventions by Governmental and Non-Governmental Agencies. Going forward, this paper looks at how the livelihoods of rural women could be improved through SHGs. The researchers drew the experiences from India, which is one of the fast transforming economies in Asia and Ghana, also a transforming economy in Africa. The rest of the paper is divided into four main sections. Following the introduction is a discussion on the concept of SHGs. The second section includes a discussion on operational strengths and weaknesses of SHGs in India and Ghana. Third is a presentation on the impact of SHGs on livelihood outcomes of poor women. The final section provides conclusions on topics discussed thus far.

The Concept of Self Help Groups

There are different definitions and conceptualizations of self-help groups (SHGs). In the context of this paper, the term Self-Help (SH) refers to the situation in which an individual or a group of individuals engages in activities aimed at promoting self-improvement in socioeconomic, intellectual, political and psychological conditions among others. Self-help Group (SHG) is therefore defined as a group of people with common interests coming together to work to improve their living conditions. This definition is consistent with the view expressed by NABARD (2002) that SHG is a group of individuals, mostly homogeneous in nature, who come together with the sole objective of collectively addressing their common problems or pursuing a common goal. In effect, individuals who share similar social, economic, and political aspirations, values and goals often form SHGs with the aim of promoting the common good among members. To achieve this, members of SHGs are often encouraged to show commitment to the group activities. The most prominent indicators of member commitment include payment of membership dues and regular attendance to group meetings held weekly, fortnightly or monthly as the case may be (Akudugu, 2010). In fact, the concept of Self-Help Groups (SHGs) came into prominence in rural development, women empowerment and poverty alleviation discourse in the 1980s through to the early 2000s.

This process helps them imbibe the essentials of financial intermediation including prioritization of needs, setting terms and conditions and accounts keeping. They also learn to handle resources of a size that is much beyond their individual capacities. Most importantly, SHGs act as safety nets in most rural and deprived communities across India and Ghana and elsewhere in the developing world for that matter. It improves the social capital base of members and this assertion is consistent with the empirical literature (*see for instance* Puhazhendi and Badatya 2002; Wadiwale 2004; Srivastava, 2005). SHGs empower their members to improve their livelihood conditions through social mobilization and help them to be able to participate in the formal financial markets by making group savings and taking group loans from banks, which would have been impossible with individual members. This is particularly so among the poor and vulnerable whom individually, are mostly seen by lenders in the formal financial sector as potential defaulters. In conclusion, SHGs are important in advancing the livelihoods of rural women in India and Ghana. Thus the concept of SHGs is indeed very critical in the socioeconomic and politico-cultural development of the resource poor and vulnerable across India and Ghana.

The Operations of Self-Help Groups

SHGs in both Ghana and India may contain between 5 and 20 people (GOI, 2006; Akudugu, 2010). Typically, each SHG is supposed to have a constitution governing its members and activities. The SHG should have executive members who are given the responsibility to oversee the day-to-day functioning of the group. These executives consist of a group leader, assistant group leader and treasurer in the case of India and a chairperson, a secretary and treasurer in the case of Ghana. The executive members also function as liaison officers between their respective groups and external bodies such as NGOs and government ministries, departments and agencies among others. Membership to SHGs is generally open to any member of a given community. However, some specific interventions may have their own criteria and emphasis as to who could be a member.

For instance, the BPL programme in India requires that all members of SHGs should belong to families below the poverty line. In exceptional cases, however, up to a maximum of 30 percent of the members in a group may be taken from families marginally above the poverty line living contiguously with BPL families on condition that they are acceptable to the BPL members of the group. Such members above the poverty line must not hold any office (i.e. group leader, assistant group leader and treasurer). Besides, a SHG should not consist of more than one member from the same family and likewise a person should not be a member of more than one SHG. This is, however, not the case in Ghana. A number of factors affect operations of SHGs. Some of these factors, according to Namboodiri and Shiyani (2001) and Akudugu (2010) facilitate the sustainability of SHGs while others threaten their survival. One of the factors is how to ensure that the SHGs are able to build self-sustaining systems, which is important for livelihoods development among members. Another important factor is the level of commitment from external collaborators such as NGOs and financial institutions to continue to provide training in entrepreneurial skills and group dynamics among others so as to help members to better carry out their day-to-day livelihood activities. Also, how to build and sustain social cohesion among members can be a daunting task in the operations of SHGs. Besides, the ability of each group member to take advantage of the platforms created by SHGs for leadership training and political empowerment can facilitate long-term self-reliance of members. This is so because the assumption of leadership positions is rotational and therefore the existence of the group depends on the leadership skills of members.

This self-reliance will be achieved if SHG members are able to use the leadership positions as springboards into the political limelight. Furthermore, if members of SHGs are able to have easy access to financial services, especially credit and savings facilities because of better recovery rates associated with group based lending, others will be encouraged to join existing groups or form new ones. This is important for up and out scaling of the SGH concept. In addition, non-commitment of some members to the rules and regulations set out in the constitutions of SHGs can also stifle the operations and threaten the survival of groups. The maintenance of group accounts and peer monitoring can also be a very difficult prospect (Noorji, 2002). According to Jain and Kushawala (2004), lack of mutual trust, irregularity in attendance to meetings, conflicts and quarrels among the members seriously affect the smooth operations and sustainable functioning of SHGs. In effect, there are guidelines regulating the operations of SHGs, which, when not strictly followed can negatively affect their operations. It is thus concluded that the successful operations of SHGs are affected by the benefits that accrue to members and their commitment to the course of the group.

Self-help Groups and Livelihood Development

Several studies across the world show that SHGs positively affect the livelihood development activities of members and their communities. In a study by Sharma (2001), it is generally concluded that SHGs are able to contribute to the development of rural people in a number of meaningful ways. He reported that there have been significant changes in living conditions of the members of SHGs in terms of increase in their income levels, asset holdings, savings, borrowing capacity and ability to sustainably pursue income generating activities. Puhazhendi and Badatya (2002) compared the socioeconomic conditions of the members between pre and post SHG situations to quantify the impact. Based on the findings, they concluded that SHG-Bank Linkage Programme made a significant contribution to the social and economic improvement of beneficiary SHG households. The recorded improvements were attributed mainly to the increased ability of group members to effectively engage in income generating activities

(IGAs). Significant increases in asset structure, mean annual savings, average loan size, overall repayment percentage, average annual net income and employment status among SHG members have been reported by Rathinam and Natchimuthu (2010). Noorji (2002) in his study concluded SHGs have economic as well as social impacts on the lives of members.

The economic impact is seen in the increase of savings recorded, easy access to credit at cheaper interest rates and increase in income as a result of taking up various farm and non-farm livelihood activities. Borbora and Mahanta (2008), Rathinam and Natchimuthu (2010), Meetei (2011) and Sarmah *et al.* (2012) report similar findings in their studies. The social impact includes the building of self confidence among members and increased awareness regarding the importance of savings and attaining economic self-sufficiency and health issues (Premchander *et al.*, 2007; Rathinam and Natchimuthu, 2010). SHGs also provide a platform for members to discuss various issues relating to households and community welfare (Das and Bhowal, 2013). A study in India by National Bank for Agriculture and Rural Development (NABARD, 2002) covering 560 households drawn from 223 SHGs across 11 States showed many positive results on the impact of participation of the rural poor in SHGs. It showed that there had been perceptible and wholesome changes in living standards of SHG members. It concluded that almost all members developed saving habits in the post-SHG situation as against only 23 percent of households who had this habit earlier. In fact, the average annual savings per household was said to have registered an increase of over threefold (Ibid).

This is further supported by the findings of Chhattisgarh and Rao (2003) that SHGs help members acquire microfinance, which help them in their pursuance of sustainable livelihoods. The noteworthy feature of SHGs is that 90 percent of the members are women (NABARD, 2005). According to Rajakutty (2004) SHGs helps in capacity building, training, and participatory approach in the planning of self-employment ventures. SHGs provide the platform for the promotion of activities in clusters and the provision of infrastructure facilities, technology, credit and marketing support for women (Sethi and Atibudhi, 2001; Borbora and Mahanta, 2001; Namboodri and Shiyani, 2001; Sharma, 2001; etc.). By this, SHGs help enhances livelihood security of members through the IGAs, asset creation and savings mobilizations (Borbora and Mahanta 2001, Singh and Sehwat, 2001 and Pandian and Eswaran, 2002; Akudugu, 2010). Nirmala *et al.* (2004) also concluded in their study that membership to SHGs help increase participation in social services, and promote organized action, acquisition of new skills and improved technological change among members. In a related study, Boga and Nakka (2005) reported that at the household level, expenditures on food and clothing among poor households go up after joining SHGs in addition to increased awareness on health and related issues. Awareness on educational issues and management skills of members also increased. They also reported that employment levels for some members improved due to increased ability to access more productive resources, including credit, which enable them to engage in different livelihood activities.

This is further supported by Shylendra (2006) who noted that SHGs help members to experience improvement in their living standards reflected in increased consumption levels, better housing, clothing and education and many other qualitative changes. In summary, membership to SHGs creates easy access to financial services to finance expenditures on food grains and fodder, access to health care, acquisition of production inputs, households and farm improvements, education of children and performance of socio-cultural activities such as marriage ceremonies, naming ceremonies and funerals of family members among others (Tsephal, 2002, Kumawat, 2003 and Wilson, 2002). This is further supported by studies conducted in India (Uma, 2007; Raju, 2007; Leelavathi, 2007; Rajeev, 2007) and in Ghana (Al-hassan and Bambangi, 2006; Ntifo-Siaw and Bosompem, 2008; Akudugu, 2010, 2011) all of which generally concluded that SHGs help members in the pursuance of their livelihood. From the foregoing, it is concluded that SHGs have critical impacts on the livelihood outcomes of members, especially women in rural areas of developing countries including India and Ghana.

Conclusion and Recommendation

This paper considered the role of self-help groups (SHGs) in promoting the livelihoods development of rural women in India and Ghana based on the experiences of the authors and review of the empirical literature. The concept of SHGs is about a group of people with common

aspirations, goals, objectives, interests and value judgments coming together to pursue a common agenda. It is found that SHGs has been implemented in India and Ghana and elsewhere in the developing world to deliver developmental interventions. The benefits members derived from their group membership, their commitments and commitments of external collaborators among other factors affect successful operations of SHGs. Certain impacts SHGs had on the livelihood development of members include improved access to productive resources, acquisition of entrepreneurial skills, social, economic and political empowerment, improved income levels, access to healthcare, education and food security. It is concluded that SHGs are able to empower members, particularly rural women in India and Ghana economically, politically and socially which help improve their livelihoods. Based on the findings, it is recommended that the government of India and Ghana as well as their development partners should integrate formation of SHGs in their poverty alleviation and gender empowerment interventions. Such interventions must be socially acceptable, economically viable, politically neutral, culturally agreeable, environmentally sustainable and generationally stable for the people.

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PROBLEMS OF RURAL MARKETING

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Introduction

The rural markets are estimated to be growing fastly compared to the urban markets. With about 75 per cent of India's population living in rural India, marketer cannot ignore the vast potential of this segment. Being a new market it could be easily mended provided the manufactures develop an insight into the behavioral patterns of rural consumers. The rise in the standard of living of the rural people due to growth in agricultural sector and the use of superior methods of cultivation have given a section of rural consumers a substantial disposable income. Fast moving consumer goods (FMCG) companies have already realized the growing potential of this market.

Rural Marketing Features

- **Size of Rural Market**

India's rural market is vast and scattered encompassing 625 million consumers in terms of value it crosses 40000 crores of which 22000 crores is for non food and 18000 for food items. It is scattered over 5s, 76500 villages. Unlike urban markets which confined to handful of metros, cosmos and towns.

- **Composition of Rural Demand**

The composition of the demand in rural market has been changing significantly. Because the demand in rural India rests heavily on agriculture as it accounts for men then to percent of the rural income generated.

- **Rural Consumer Profile**

Rural consumers have low purchase power, low per capita income, low density of population, low mobility, low infrastructural level, low literacy level, but market is contiguous. By and large, the rural consumers of India are a tradition bound community, religion; culture and even superstition strongly influence their consumption habits.

- **Unity in Diversity**

A rural customer is fond of music and folklore. The rural folks are having widely diverse features of linguistics and culture. Indian rural customers differ strikingly in term of religious languages, cultures, sub-cultures, social customs and traditions.

- **Rural Savings**

Rural consumers have been drawn into the saving habit in a big way. The local banks have been marketing the saving habit in rural areas. In most of the seasonality income receipt rural areas, frequency and quantity bought changes are more wide.

- **Reference Groups**

In rural the reference groups are the primary health workers, doctors, teachers and panchayat members. Village trader commonly known as banniya or Mahajan may also be an important influence in the decision making of rural customers.

Problems of Rural Marketing

- **Problems of purchase and sale of agricultural products**

Due to poor transport and means of communication in the rural parts of the country, because of poverty and indebtedness, the farmers unable to wait for payments for a longer period and therefore they compel to sell in the nearby areas for a very low price.

- **Change in production base and consumer reference**

Change in the Indian marketing system also contributed to the problems of marketing of rural products. Today, consumption preferences of typical rural and urban consumer are different from that of a decade ago frequent changes in the consumer preference in both rural and urban areas are the other dimensions of marketing of rural products.

- **Lack of organisation among cultivators**

In the rural market mostly the buyers are money lenders, merchants and mercantile agents who play the role of financier for the majority of cultivators or sellers are unorganized, illiterates, ignorant, small, poor, numerous and scattered farmers.

- **Multiplicity of market charges**

When the produce passed from various channels, a number of deductions are made from the price payable for the produce are commonly known as market charges, commission brokerage, weighment. The peculiar feature of the market charge there is no uniform change.

- **Problems of transport**

The lack of transportation facilities also restricts the market by hindering cheap and rapid movement of products. Even railway transport takes many days to transport the goods to distant places is not safe transport of perishable products such as fruits, vegetables, fish and dairy products.

- **Mal practices in the market**

Today, due to non-controllable activities in the unregulated market, mal practices become the common feature.

- **Problems of Collection and Storage Facilities**

Movements of agricultural products from the products from the places of production to the places of consumption. Storage is holding back all goods that are produced from time of completion of production the time of consumption.

Conclusion

The rural markets are growing faster than urban market where about 75 percent population living today, the rural market of the country accounts for a large share of the expenditure on manufactured and branded consumer goods. Entry the tape recorders, TV, scooter, cooking gas appliances etc in the rural market depicts undergoing vast changes in the last two decades. Recent times have seen a steady increase in purchasing capacity of the rural people.

MARKETING OF HANDICRAFT PRODUCTS – STRATEGIES OPPORTUNITIES AND ISSUES

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Abstract

Handicrafts can be defined as products which are produced either completely by hand or with the help of tools. Such products can be utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, traditional, religiously and socially. The real economic and business growth of nation can be reflected only by the consistent development of micro enterprises which operates in a country. The micro enterprises in various forms like Small Scale, Cottage and Medium Scale generate source of revenue to the GDP of any country in addition to that these are the types of business which percolate employment opportunities to local manpower and channel for the effective utilization of resources available at local regions. In this aspect the manufacturing and marketing of handicraft items contribute its share to our economic development, it is an industry which includes various forms of manufacturing business contribute revenue and employment potential to rural community. It is the type of industry which is highly labour oriented with less capital attraction and machineries, the type of handicraft products not only created and designed by perishable consumption but it stands for durable value creation among the consumers who prefer to buy products belong to handicraft industry represent a culture, tradition and heritage of a country. The Handicraft Industry is one of the most important productive sectors of India. Various attempts symbolic and significant.

Keywords: *Handicrafts , Perishable Consumption, Heritage, Aesthetic, GDP, Micro enterprises*

Introduction

Handicrafts in Indian villages are of different kinds. The major types of handicrafts are pottery, metal craft, gold jewellery, wood craft, shell craft, cane craft, needle craft embroidery, ivory craft, comb craft, glass craft, paper craft, weaving, silver jewellery, etc. All these types of handicrafts are considered major sources of income for numerous people in the Indian villages. The artisans create these handicrafts either at homes or in a cooperative basis or on behalf of any big concern involved with the marketing of handicrafts products.

Handicrafts in Indian villages are made for serving various purposes. While some of the handicrafts products are made for daily uses, there are a few that are made for decorative purposes. Villages in different parts of India are famous for producing different types of handicrafts. While the villages of West Bengal are famous for making the handicraft products like Terracotta, Sholapitha craft, etc., the villages of Gujarat are famous for the products like brass and iron items, clay items, wooden furniture, embroidery, silver jewellery, dhurries, carpets, blankets, rugs, etc. The villages in other parts of the country are also famous for making different types of handicrafts products. Handicrafts in Indian villages are practicing since the ancient period. Handicraft is also a major occupation for the villagers since the ancient period. The governmental authorities in India are encouraging people to take up handicrafts as their occupation in the recent years as the Indian handicrafts products bring a huge amount of foreign currency to the countries.

About Handicraft Products Marketing

“. . . various representative sectors of communities and groups that produce traditional manifestations of textile art and handicraft (pottery, sculptures, etc) have reported that their works and industrial designs are being subjected to more subtle copying than the imitation or plagiarizing of the style of the original art would be, but nonetheless equally prejudicial to their economies. Some works and designs of textile goods are produced using traditional methods of considerable antiquity. There have been situations in which persons alien to the place of origin of the art or the design have come to that place in order to learn traditional methods, but then reproduced them abroad, using handicraft or even industrial methods. In such cases, original designs are stylized in such a way that, although it is not possible to allege that any design or

specific work has been copied, the style aspect of the product directly evokes the original products of the community or region that originally created them.”-Group of Latin American and Caribbean Countries (GRULAC), 2001. From time to time, handicrafts sector including hand-knotted carpets and floor-coverings has been facing a threat due to motivated propaganda within India and abroad regarding involvement of child labour and various other labour problems which affect the marketing of handicrafts as well as exports. In the greater interest of the industry, there is an emergent need to take up measures to eradicate involvement of child labour, improve environment related to labour problems/check by way of providing education to the importers, registration of looms/units and other welfare measures for the children involved.

Product Development

The design & technology aspects play a very important part in marketing the handicrafts and in order to compete in the international market it is necessary to promote the organizations involved in export of handicrafts for development of new and innovative items. In order to meet out this requirement as per changing taste, fashion of the consumers in the foreign markets, it is proposed to provide financial assistance for development of exportable products, by way of selecting or involving reputed designers from India and abroad who will help to develop the items/range of items as per requirement of foreign market which will enable the exporters to compete in the international market. This part of the scheme also provide for training of the artisan/designer/technologist in India and Abroad in reputed institute for the item developed by the designer to enable the exporters to expand their market and to meet the increased requirement.

Workshop and Training Programme in Packaging and in Export Procedures/Management

In order to minimize the extent of damage of exportable products and improve export marketability and to enable capacity building, consultancy services in the field of packaging, export awareness and education among young and educated persons/manufacturers/exporters etc. to acquaint them with export procedures /policy /documentation /techniques etc., costs of training programmes shall be provided to experts /reputed organizations. The programme will include workshops/ symposiums/ training programmes and such other programmes appropriate for fulfillment of the objectives for training in packaging and in export procedures/Management etc. The financial assistance will include professional fee of expert, space rent (if any), TA/DA for training of specific period and such other charges necessary for training module (which will differ as per courses and as per organizations/experts.) The financial assistance will be on reimbursement basis to the maximum limit of Rs. 1.50 lakh per programme.

Workshop/seminar in India and Abroad

Since foreign publicity through advertisements, electronic media etc. is very expensive and prohibitive, it is pertinent to organize workshop/seminar where foreign designers/technologists, buyers, media persons, opinion makers as well as general public can be invited to participate. Such activities are covered through media and provide effective publicity by creating awareness among the visitors about the Indian Handicrafts besides interaction with trade representatives and buyers, Govt. officials which provide opportunity to discuss how to make improvements in the products, in policies and designs as per their taste and requirement. EPCH, CEPC, Central/State Handicrafts Corporations shall be eligible under this component for financial assistance. The financial assistance will be permissible on designers professional fee, to and fro Airfare/DA Venue charges, Local conveyance TA/DA of participants as per Govt. rules, expenses on organizing workshop, publicity, invitation, sound system, refreshment, lunch, to and fro freighting and packing/unpacking of goods, tools, insurance, etc. Since expenditure will differ from programme to programme depending its location, the financial assistance will be on merit. 50% will be considered as advance and 50% as reimbursement after receipt of audited accounts of expenditure and performance report.

Publicity & Marketing

The organizations that are developing the new and innovative items are required to give publicity at the international level in order to explore the possibility to market their items. Effective and well designed publicity drive create awareness amongst the potential buyers as to

the strength of the products ranges being offered by India and also help in dissemination of National policies and information on other issues like Social Environmental, working condition to educate buyers and consumers. It is, therefore, proposed to launch a systematic publicity campaign through audiovisual/ printed publicity by making video film preparing posters, catalogues, folders, brochures on Indian Handicraft/Carpet, Road Shows, Catalogue Shows, fashion shows, live demonstration by crafts persons and such other methods as will create positive image of Indian Handicrafts in the foreign markets. With the view to market their products the organizations may like to participate in various international exhibitions/fairs, Buyer Seller Meets etc., display their items in reputed departmental stores. In order to create awareness about Indian Culture at the international level it is also necessary to depute crafts persons for live demonstration during the international fair/exhibition/Buyer Seller Meet and to organize the cultural exchange programme between various countries.

The market is a dynamic place and situation is ever changing in terms of the potentiality, taste, fashion and International focus. With the increased international competition, market trends are changing and market segments are becoming more and more country specific as well as product focused. Even with in a country different types of stores (Mega departmental stores, specialized stores and so on.

Facility Centre for Exporters and Entrepreneurs

The facility centre for exporters/entrepreneurs etc. has been planned under Baba Saheb Ambedkar Hastaship Vikas Yojna to augment export of handicrafts production in particular and standardize large-scale quality production of handicrafts objects in general. The objective is to attract private investment in the sector through Public Private Partnership (PPP) mode on Build Own Operate (BDO) modal.

Need of Innovative Marketing for Handicraft Products

The markets for Indian handicrafts also have not escaped the ravages of global recession. Generally considered as a cottage enterprise, Indian handicrafts industry has outgrown its image to evolve into a rapidly growing enterprise with a turnover from US \$ 1.2 million in 2004 to US \$ 1.9 billion in 2006. In 2007, the export of handicrafts from India has shown an increase of 10.02 percentage from the previous year and was expecting to triple the figure by the end of 2009. However, by mid July 2009, the economic crisis brought down India's share to two per cent in the global market. The export statistics apparently reveal that when the machine made crafts have fairly survived global recession, the sale of village artisan products were found to be badly affected by the market downturns. With limited holdings, eighty per cent of production is still done manually by village handicraft units and therefore, similar to other village enterprises, products of these units also fail to make themselves recession proof. However, with an aim to prop up these units, the government of Kerala has initiated measures to organize cluster-level participatory craft production centres across the state. To resist the adversities of recession, 26 clusters have been organized in the state by the end of June 2010.

Even though cluster-based production and marketing system has come to address the issue, the traditionally skilled artisans engaged in rural craft warn of slow death of some of the ethnic village based heritage crafts of the state and vow that they would never initiate their children into that 'thankless trade'. According to them, lack of fund is hardly an issue, but what this sector lacks is an appropriate marketing strategy to place the village crafts in the right markets to compete with urban machine-made products. In addition, artisans suggest need-based product mix with tailor made marketing techniques to run the business. Apparently, past performance has proved that a qualitative approach is no longer acceptable to enhance the market. With a functional deviation from the traditional qualitative notion of marketing, this industry asks for quantitative dimensions in marketing.

Marketing of Handicraft Products in Tamilnadu - Supports and Activities

The Tamilnadu Handicrafts Development Corporation Limited (THDCL) caters to the requirement of the general public for handicrafts by selling the various art facts produced by the

artisans through its large net work of 18 showrooms and also by organizing various exhibitions during local festivals and other important occasions. The Corporation provides training for acquiring various skills in the production of craft items. Those who want to acquire the skill in the production of these craft items can join the training programmes organized by the Corporation periodically and get themselves proficient in these craft skills which will enable them to take up production of handicrafts as an occupation. During the training period, the trainees are paid stipend by the Corporation.

Marketing of Handicraft Products - Innovative Practices

Major Distribution Channels

1. Wholesalers
2. Importers/distributors
3. Commission agents/sales representatives
4. Department stores
5. Mail-order
6. Internet sales
7. Tele-shopping

Wholesalers

Besides offering wide range of goods to retailers for direct sales, this channel also supplies large quantities of individual articles. They are very particular in maintaining consistency in the kind of products and their quality. One of the distinguishing features of wholesalers is to provide distribution and storage facilities. Specialised wholesalers deal in sales to retailers as well as to final consumers. They maintain high quality standards and but have a narrower and in-depth range of arts and crafts.

Importers/Distributors

Most Indian giftware and handicrafts companies use importers/distributors to market and sell their giftware and handicrafts lines. They buy and sell on their own account. Thus, the companies take advantage of the distributor's expertise, his sales force and his existing distribution channels. Distributors call on giftware and handicrafts retailers, purchasing groups and supermarkets. The distributors' mark-up varies depending on the giftware and handicrafts item, but at least 50 percent. While the mark-ups vary according to the distributor; they usually also depend on the exclusivity of a product and on its competitiveness in the overall giftware and handicrafts market.

Commission Agents

Commission agents provide Indian companies with direct access to the market and direct control. They concentrate on specialist retailers, purchasing groups and department stores. An Indian firm wishing to appoint an agent should make sure that such standard contracts meet its expectations. In order to facilitate market entry efforts by the agents their initial commission is often a few percent higher than the "usual" commission. These additional payments are to reimburse the agent for substantial advertising and any special efforts facilitating the new product's market entry.

Department Stores

Indian companies interested in establishing business contacts with major department stores, mail-order houses and retailers may also choose the direct approach. Department stores in particular, prefer to deal directly with manufacturers. Their buyers are very specialized and only handle a limited range of products. At some occasions department stores also buy through independent commercial agents. Quite often they have their own buyers as well as a few agents that usually work with them and who know their assortments. If a department store decides to import a particular giftware and handicrafts item, it places bulk rather than small orders.

Craft Bazaar

Craft Bazaars are organized mainly in metropolitan cities/state capitals or places of tourist/ commercial interest with a view to provide direct marketing platform to the handicrafts artisans invited from various parts of the country. These Craft Bazaars will continue to be organized through NGOs etc., in addition to a roster based Craft Bazaar (known as Gandhi Shilp Bazaar) being organized at prominent cities/ historical places/ places of tourist interest to ensure that such bazaar are organized at least once a year on the same location at a fixed time. The dates may vary to coincide with major festivals or due to some unavoidable reasons. This will enable craft lovers of that area to source their requirement through these Craft Bazaar organized at a fixed venue and time.

Further craft bazaars will also be organized at other locations, which will be occasion specific/ theme specific Craft Bazaars. Such bazaars will be organized in conjunction with some major events planned by other bodies of Central/State Govt. For organizing such Craft Bazaar, this office will either acquire upto 50% of the space created subject to maximum of 150 stalls in such fairs or all will create its own infrastructure by setting up 150 stalls. The financial ceiling for Craft Bazaars will be upto Rs.13.50 lakh. Since, publicity in such events will be done by the host department/organizations, the expenditure on publicity will be merged with space rent, to meet the enhanced rentals, wherever necessary. In these events 150 artisans are expected to participate.

Emporia

Assistance for setting up Emporia at a commercially viable locations in their own/rented building will be permissible subject to financial ceiling shown in the table below. The scope of the assistance has been kept limited for Central/State Handicrafts Corporation/Apex Co-operative Societies & Handicraft Artisans Federations only

Innovative Practices

1. Mail order
2. Teleshopping
3. Internet Sales
4. Web Marketing
5. Consortium Approach
6. Syndicate Sales
7. Foreign Trade Fair/Exhibitions
8. Tourism Promotion.

Marketing Opportunities of Handicraft Products

The handicrafts are the true representatives of one of the oldest civilizations of the world. The vast cultural and ethnic diversity has enabled a variety of motifs, techniques and crafts to flourish on this land. Handicrafts sector plays a vital role in the Indian economy, contributing significantly to employment and foreign exchange generation. It provides opportunities for a gainful employment (directly and indirectly) to about 6.4 million artisans. The handicrafts sector is characterized by low-capital investment and high value-addition, reflecting its high potential for contribution to the Indian economy. The promotion of handicrafts is the primary responsibility of the State Governments. However, the Office of the Development Commissioner (Handicrafts) has been implementing various developmental schemes at the central level to supplement the efforts of the States in the handicrafts sector. Indian handicraft industry has generated big demand all over the world due to its unique appeal and craftsmanship. Indian Handicrafts are available in brass, metal, wood, stone, beads, such as Paintings, Notebooks & Albums, Marble Inlay Work, Furnishing, Sculpture, Artificial Jewelry and other handicraft product India is one of the major suppliers of handicrafts to the global market. Highly labor intensive, and basically cottage based, the industry is more widespread in the rural and urban areas. The industry provides a livelihood for more than 6 million artisans including a big share of women artisans, and people from the weaker sections. There is a good demand for Indian handicraft products in countries such as US, Canada, France, Britain, Italy, and Germany. Indian handicrafts are much preferred in the fashion industry.

Development in sectors like retail, real estate etc increases the demand, and gives more opportunities for handicraft products. Emergence of e-commerce and internet has emerged as a promising distribution channel to market and sell handicraft items.

Despite of all the technological advancements happening globally, there is still a lack of awareness about it in this sector. The artisans do not have awareness about the new technologies. They do not get adequate details about the current market trends. Further more; they lack information regarding international requirements and market scenario. Hence they are not able to commercialize their skills in the right way. Though Indian made handicraft items have a healthy demand in the global market, lack of adequate infrastructure and communication. Moreover, there is very less co-ordination among government bodies, and private players. They sector still remains under nourished with young people not much interested in this craftsmanship. The industry is confined to small cities and rural areas with the market remaining untapped.

Marketing Issues of Handicraft Products

There is no adequate balance between demand and supply. The industry faces a tough competition with handicrafts from countries like China, and South Africa. The advanced technology and R&D in the competitors countries favor them whereas; its absence in India makes the industry to wobble behind. This has ultimately resulted in loss of skilled workmanship in the sector.

Due to lack of support from the Handicrafts Development Corporation, and the Government, many skilled artisans are leaving the handicraft industry. The artisans feel that the corporation is not interested in supporting them to market the goods made by them. Almost 90% of the handicraft items seen in the stalls of Handicraft Development Corporation are machine made. Despite the funds offered under the Deen Dayal Hathkargh Protsahan Yogana (DDHPY) scheme, for promoting handicraft products, no steps have so far been taken for any projects. Artisans believe that the corporation does not take adequate measures to provide raw materials for their products, which they are selling through the corporation outlets in the past years.

The 6 million artisans who are the backbone on the Indian handicraft industry have provided their inherent skills, and traditional craftsmanship. But, they are now leaving the industry gradually due to lack of opportunities. The Government needs to focus on creating and developing production centres to patronize the artisans. The facilities available are quite sufficient only as a primary platform. For the changing world market, they need much advanced institutional support, to keep their edge with other competing countries

Handicraft Products Promotion Practices adopted at Karaikudi

Karaikudi is one among the renowned tourism place in India and which is circumscribed with rural and urban commercial centres. Because of the tourism landmark and the illustrious architectural buildings and its related commercial activities influx continuous footfalls in terms of tourists visit and local pedestal. Because of the economic viability of this place, the unique handicraft products are sold at higher level. During last decade the entire karaikudi and its surrounded market were covered by local handicraft manufacturers and promoters, but at present the entry of big retail houses, foreign based handicraft promotion with the base of distribution centres and agents promotion made the handicraft promoters to revamp their marketing practices in terms of product, price, promotion and distribution with the centric focus of customer retention and delightfulness. The items tiles, textiles, traditional ormentals, decorative lamps, wooden carving works, decorative home made appliances manufactured and marketed from these places concentrate both domestic and host market through innovative marketing practices.

In terms of product design majority of the products are made in terms of varieties and designs which are preferred and demanded by the consumers. The product designs are miniaturized with more features and value ends. The intakes of modern technologies are also admitted under production process in order to manage cost of manufacturing and operations.

The pricing of handicraft products are made based on the customary approach and negotiable aspects. While price the products the promoters have to take care of retain the manufacturing cost and other overhead expenses. The Geographical pricing also being adopted since majority of the products are targeted on export markets. The optimal promotional mix is

being employed while promote handicraft products both in domestic and foreign markets. Majority of the products are sold through word mouth and publicity. Even though the considerable amount of attention is paid for advertising the products through low budget media and that will effectively reach the prospective buyers. The necessary sales promotional offers and supports are extended according the nature of the product and quantum of purchase.

Since the competition triggers up in the market the emphatic personal selling also being done through fields sales, point of purchase and exhibition sales. Bulk orders also being done through export divisions with the help of merchandise sellers.

The new form of web markets, internet sales, catalogue marketing are also being carried out among the promoters of handicraft items at Karaikudi market.

The product distribution is done through

1. Direct Marketing
2. Retail Sales
3. Middlemen sales
4. Merchandise Sales
5. Show room sales
6. Commission Agent
7. Foreign Buyers
8. Consortium Approach
9. Syndicate Process

The innovative CRM practices are followed by the way of designing special products to customers, sending greeting cards, sending new product arrival information to customers and frequent contact programmes. The electronic customer data base management programmes are also being followed by the promoters. The employees are trained to reach the customers and satisfy the need of customers through product and product related informations. The marketing required training for the promoters is offered through government, rural development agencies, KVIC, export promotional council and Tamilnadu Handicraft Development Corporation.

Conclusion

Handicraft Industry stands a unique place among all other industries. It represents the rich culture, tradition and heritage of India. India's rich cultural diversity and heritage provides a unique and huge resource for developing craft products. The Indian Handicraft Industry is showing continuous growth rate of 20% every year and it is one of the most important segment of decentralized sector in India.

Most of the part of industry operates in rural and semi urban areas throughout the country and have large and potential in Indian & International market. Indian Handicraft Industry provides wide range of products because of country's diversified culture, traditions and heritage. There is huge demand of Indian Handicraft products in international market. Industry provides ample opportunities for employment to people belonging to backward and weaker classes of society.

However, Indian Handicraft Industry has the status of cottage industry in India, but it has shown promising growth and evolved as one of the major revenue generator over the years. It has shown continuous growth at the rate of 15-20% over the years and contributes major role for export and foreign earnings.

Low capital investment, Cheap and skilled labor, Diversified product portfolio, Flexible Production are few important features of Indian Handicraft Industry. However, Lack of Infrastructure & Technological support, Lack of awareness of international and new trends and Poor Promotional campaigns are a few drawbacks of industry which needs to be overcome. It is estimated that Handicraft Industry in India is all set to grow with rapid rate in future and contribute its share towards economic development handsomely.

The handicraft business both at Tamilnadu and Karaikudi gain scope among the various markets and customers also have an unique identity for the handicraft products made from Tamilnadu and karaikudi. But due to the rapid market development and the entry of foreign handicraft products the promoters have to pay more attention for the quality, cost and marketing development activities. The promoters who are able to tune the right marketing strategies

performing the consistent business and sweep the market scope and those are unable to cope up with market situations touches the real marketing problems to promote handicraft business both in domestic and international markets.

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WOMEN ENTREPRENEUR- CAN THEY BE SUCCESSFUL?

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Introduction

The entrepreneur is one of the most important inputs in the development of a country or of regions within the country. The entrepreneurs are a catalyst of social and economic changes. The entrepreneur is the key person who envisages new opportunities, new techniques, new products and co-ordinates all other activities.¹ Women have some strong desirable qualities relevant to entrepreneurship such as their ability to manage details, dedication to the work, tolerance and kindness towards the people. It is a misconception that women cannot be good managers. In fact, the compute manager in Indian society is the mother, as she plans, budgets, executes and shows the results in the day to day life. Traditionally, women's occupational status has always been closely associated with the home and the family. She has only a secondary status because she is economically dependent on her father or husband. In both the industrially advance and less developed countries women are bound with cumulative inequality as a result of socio-cultural and economic discriminating practices. The role and degree of integration of women in economic development is always an indicator of women's economic independence, social status and also is a measure of women's contribution to the economic development.

In urban areas, more and more women are successfully running day care centre, placement services, floriculture, beauty parlours and fashion boutiques. Even in rural areas, self-help groups are empowering women to start their own micro business. Women start businesses for fundamentally different reasons than their male counterparts. While men start businesses primarily for growth opportunities and profit potential, women most often found businesses in order to meet personal goals, such as gaining feelings of achievement and accomplishment. 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.

Statement of the Problem

A large number of women are mainly engaged in subsistence agriculture as well as in micro and small-scale enterprises (MSE). In most of the developing countries women constitute 70-80 per cent of the total agricultural labour force and they account for over 80 per cent of food production. It is not surprising therefore to find many women engaged in food processing, weaving, personal services, beverage preparation, and selling of snack foods. In the MSE sector worldwide, women make up one-quarter to one-third of the total business population and in manufacturing they constitute one-third of the global labour force.

In addition to their economic and income-generating activities, women assume multi-faceted roles in society, i.e. as breadwinner of a family, unpaid family worker, service providers in the communities and mother/care-taker of the family. To respond to the needs of women to materialize their economic potential and thereby to improve their standard of living, it is necessary to design programmes by applying a mainstreaming strategy. This requires devising measures to integrate women as decision-makers, participants and beneficiaries in all relevant development activities, irrespective of the sector or type of activity. It is also necessary to address the totality of problems women face as entrepreneurs, due to the wide spectrum of elements affecting the equitable participation of women in development.

This paper highlights some of these issues and tries to test perception of key indicators about entrepreneurial problems. The researcher has conducted an elaborate study on the issue of entrepreneurship among women entrepreneurs in the Virudhunagar District of India. The findings will help in planning various strategies for removing the road blocks to entrepreneurial success.

Objectives of the Study

To analyse the factor for success and problems of women entrepreneurs in beauty care service

Research Design

i. Data Methodology

The present study is empirical one based on survey method. The data were collected from both primary and secondary source. The primary data were collected from women entrepreneur who engaged in beauty care service by means of interview schedule.

ii. Sampling Design

The study aims at analyzing women entrepreneur engaged in beauty care services and their problems on starting and carrying out beauty care service. Virudhunagar District consists of women entrepreneur engaged in beauty care services in large number, some of them are rendering beauty care service without proper business premises. Those women entrepreneur engaged in beauty care service profile could not be obtained. Hence, those who are rendering beauty care services in specified parlour name are concentrated and among them a sample of 100 beauticians were selected by applying a non-probability random sampling method. Equal importance is given to all the women entrepreneurs engaged in beauty care services irrespective of size, volume of business and so on.

iii. Statistical Tools

To analyse the objective, Percentage analysis and ANOVA Test were administered.

Review of Literature

Ms. Themozhi. G in her study titled “A Study on Women Entrepreneurship in Coimbatore District” has provided the status of women, motivational factor with their relation to socio - economic background of women entrepreneurs. She has covered the entrepreneurial performance of women and also the various constraints encountered by women.²

Ms.Chandra. P in her study “Women Entrepreneurs - A Study with Special reference to Beauty parlours in Virudhunagar District” has found that majority of the beauty parlour women entrepreneurs have been facing financial problems.³

Ms. Nisha Ashokan in her study titled “Measuring the Performance of Enterprises run by Women Entrepreneurs in Chennai” has analysed the financial efficiency and the financial stability of enterprises run by women entrepreneurs.⁴

Analysis of the Study

Now a days women start various trading and service oriented business. Among them, the beauty care service is the unique business for women. This field is free from male competitors. A number of attempts have been made earlier to identify the characteristics associated with entrepreneurial success. It is observed that entrepreneurial characteristics are not universal. There is no specific law or a set of characteristics independent across situations to guide the entrepreneur to success. Psychological characteristics, Socio- Economic features, attributes such as risk taking, innovations, need for achievement and managerial competence as important enabling qualities for entrepreneurship. Hence, in service industry like beauty parlours the major factors such as Good infrastructure facility, Quality Service, Family encouragement, Attractive talks, Graze for beauty among the women, Impressive advertisement, Reasonable charge are considered as success factors and put for analysis using factor analysis

Factor Analysis of Variables for Success of the Respondents

The opinions about the 7 variables for success were subjected to factor analysis to ascertain the important ones. As a first step Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity were conducted and the results are shown in the table below.

Table 1 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.830
Bartlett's Test of Sphericity	Approx. Chi-Square	22.051
	Df	21
	Sig.	.397

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) is .830. This means the sample size is adequate. Bartlett test of Sphericity is a statistical test for the presence of correlations among the variables and it clearly shows that the test static chi-square is significant as it is less than 0.05.

Table 2 Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	1.326	28.946	28.946
2	1.262	28.036	46.981
3	1.194	17.060	74.042

The factors Extracted by Principal Component Analysis Method are able to explain 74.042% of variance.

Table 3 Rotated Component Matrix

	Component		
	1	2	3
Good infrastructure facility	.715	.040	.132
Quality Service	.684	.023	.058
Family encouragement	.511	-.495	-.117
Attractive talks	.000	.817	.121
Graze for beauty among the women	.238	.545	-.534
Impressive advertisement	.060	-.024	.661
Reasonable charge	.163	.224	.650

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 6 iterations.

Variables loaded on Factor one

Variables Loaded	Factor Loading
Good infrastructure facility	.715
Quality Service	.684
Family encouragement	.511

Factor one is loaded by 3 variables. The factor is named as *Good infrastructure facility*.

Variables loaded on Factor two

Variables Loaded	Factor Loading
Attractive talks	.817
Graze for beauty among the women	.545

Factor two is loaded by 2 variables. The factor is named as *Attractive talks*.

Variables Loaded on Factor Three

Variables loaded	Factor loading
Impressive advertisement	.661
Reasonable charge	.650

Factor three is loaded by 2 variables. The factor is named as *Impressive advertisement*.

Factor analysis on problems faced

The opinions about the 10 variables for problems faced were subjected to factor analysis to ascertain the important ones. As a first step Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity were conducted and the results are shown in the table below.

Table 4 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.784
Bartlett's Test of Sphericity	Approx. Chi-Square	42.219
	Df	45
	Sig.	.590

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) is .784. This means the sample size is adequate. Bartlett test of Sphericity is a statistical test for the presence of correlations among the variables and it clearly shows that the test static chi-square is significant as it is less than 0.05.

Table 5 Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	1.327	23.269	23.269
2	1.309	23.095	46.364
3	1.261	12.613	58.977
4	1.185	11.852	70.828
5	1.125	11.248	82.076

The factors Extracted by Principal Component Analysis Method are able to explain 82.076% of variance.

Table 4.6 Rotated Component Matrix

problems faced	Component				
	1	2	3	4	5
Procedural delay	.769	.250	-.261	-.064	.172
Unequal competition	.765	-.183	.374	.074	-.030
Lack of education in this field	.045	.647	-.165	-.165	-.009
Ignorance of banking procedure	-.002	-.569	-.191	-.087	.112
Tight repayment schedule	.058	-.004	.800	-.195	-.083
Inadequate size of loan	-.076	.449	.541	.143	.412
Quality and service	.142	-.267	.025	.755	-.073
Inadequate infrastructure	-.140	.231	-.202	.709	.116
Male dominated society	.253	.042	.035	.064	.713
Family involvement	.190	.378	.118	.077	-.615

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 9 iterations.

Variables loaded on factor one

Variables loaded	Factor loading
Procedural delay	.769
Unequal competition	.765

Factor one is loaded by 2 variables. The factor is named as *Procedural delay*.

Variables loaded on factor two

Variables loaded	Factor loading
Lack of education in this field	.647
Ignorance of banking procedure	-.569

Factor two is loaded by 2 variables. The factor is named as *Lack of education in this field*.

Variables loaded on factor three

Variables loaded	Factor loading
Tight repayment schedule	.800
Inadequate size of loan	.541

Factor three is loaded by 2 variables. The factor is named as tight repayment schedule.

Variables loaded on factor four

Variables loaded	Factor loading
Quality and service	.755
Inadequate infrastructure	.709

Factor four is loaded by 2 variables. The factor is named as *Quality and service*.

Variables loaded on Factor five

Variables loaded	Factor loading
Male dominated society	.713
Family involvement	-.615
Inadequate infrastructure	.709

Factor five is loaded by 2 variables. The factor is named as Male dominated society.

Suggestions

Entrepreneurship is a dynamic concept and no specific personality attribute can generate success. However, the technical knowledge and skill, parental support, previous job experience may help an entrepreneur to compete successfully in the market. An awareness of various entrepreneurial risks helps an entrepreneur to build up strategies to control/ counter them and become successful. The location advantage is also a factor of success. It decides the direction of development of grass root entrepreneurship.

Conclusion

Entrepreneurial movement started late and is still in its infancy. The movement requires pre and post follow up support to utilize women power in the country's economic development. A co-ordinate role of the government and voluntary agencies with an integrated approach will help to develop women entrepreneurship.

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A STUDY ON LEVELS OF ENTREPRENEUR DEVELOPMENT

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Introduction

An entrepreneur is a businessperson who not only conceives and organizes ventures but also frequently takes risks in doing so. Not all independent business people are true entrepreneurs, and not all entrepreneurs are created equal. Different degrees or levels of entrepreneurial intensity and drive depend upon how much independence one exhibits, the level of leadership and innovation they demonstrate, how much responsibility they shoulder, and how creative they become in envisioning and executing their business plans.

Objectives of the study

- To analysis the understanding that good employees
- To examine employee sets goals mainly to impress others
- To evaluate self-motivated, self-reliant and self-employed
- To discuss Entrepreneur emotional motivation derives
- To suggestion for the development and success of entrepreneurs

Levels of Entrepreneur development

Stage One -Self-Employed Career

The emotional driving force behind the self-employed person is not security but a desire for greater control over his or her life, career, and destiny. Relinquishing that control to a boss every day from nine to five is not their idea of happiness, and they believe that they could do their job just as well without an employer - and perhaps without the need for other employees. They want more autonomy. They want to do things their own way. And they usually begin by creating a situation where they do the same type of work they did while an employee, but they figure out how to do it by themselves and for themselves. Unfortunately, many of the primary objectives of the person setting off to become an entrepreneur with the self-employment mindset are pitfalls or traps. Because they want to go it alone, they often do so at their own peril .By not taking help from others they not only cut themselves off from valuable talent, intelligence, feedback, and experience that others could offer in the form of assistance, but they also create a situation where they will never experience freedom. Many small business owners with a strong do-it-yourself attitude only succeed at creating a new job for themselves, not a new career or profitable company. And as a solo performer, their job becomes all-consuming. They never get a day off, they always bring work home with them, and they work overtime with no financial compensation. Their motto is “Why have someone else do it when you can do it better yourself?” and they often promote their business by telling customers “When you deal with this outfit you only deal directly with me.” Soon they get burned-out, and a great majority of these self-employed people fail in a short amount of time and wind up going back to work for someone else. They make the mistake of not envisioning a business that will run by itself without their constant supervision and handholding, and they don’t picture creating an enterprise that thrives on involving others in a teamwork effort. One of the greatest blunders is that these self-employed entrepreneurs try to replicate the same job they had before, in the same area of experience, selling a product or service they already know. While it may seem counterintuitive to strike out in a different direction and into unfamiliar territory, that trajectory puts one into a position of learning, being open-minded, and relying upon others for help. Those ingredients contribute to a recipe for

entrepreneurial success because they force one to evaluate the entire business system from a new and fresh perspective. And they set the stage for working on the business without having to actually be physically in the business on a day-to-day basis. That premise of designing a business that works for its owner - rather than the owner working for it all the time - is vital for becoming a real entrepreneur versus becoming simply the most important employee of one's own self employed venture. Those who understand that fact can rise to the next level of entrepreneurship.

Stage Two -Managerial Perspective

Those with a managerial outlook are often in a great position to succeed as entrepreneurs, except for two big misconceptions that lead to massive problems. Many managers believe that if a business is not working, the solution lies in hiring more employees. They throw extra bodies at the problem, but this only aggravates the situation because it fails to address the underlying root cause of the difficulty or lack of profitability. Another mistaken belief that is common to this mindset is that the route to success is through growth - not profit growth but overall structural growth of the enterprise itself. Once again, bigger is not necessarily better unless and until the fundamentals are sound and efficient. Growing larger to fix the problems of a small business only generates a much bigger company with problems that are expanded, magnified, and much more expensive to remedy. Many managerial entrepreneurs go into bankruptcy thanks to vigorous growth, but they never figure out why. A third misstep common to the managerial attitude is that the entrepreneur wants to be the boss, even if that means sacrificing the talent or potential of employees. To give orders and be in charge requires no great skill or aptitude, but to be a leader - one who knows how to inspire and train others to rise to greater heights - is a rare quality. Managers who become leaders succeed because they accept the challenge and responsibility of ensuring that others under their wings also succeed and flourish. By getting the most out of employees, managers themselves are able to delegate aspects of their business to other and set higher goals. Those who say they can't find good employees usually mean they lack what it takes to attract or create good employees - and as a consequence they also lack what it takes to succeed as an entrepreneur. But those who not only manage but also lead can rise to the next level and become owner/leaders - one step closer to the real definition of an entrepreneur.

Stage three-Attitude of Employer/Leader

The entrepreneur who attains the level of an owner/leader enjoys remarkable benefits by knowing how to step aside and let the business - and those employees working in it - operate as a profit center not reliant upon the owner's constant hands-on participation. This kind of entrepreneur has created an organization that is more self-sufficient and self-sustaining, and by doing so has created more wealth, personal freedom, and free time. Rather than being the only person who could get the job done the best, this leader has passed that torch of responsibility and expertise along to others who now enjoy for themselves a greater level of career achievement. The owner/leader can therefore focus not so much on sales and revenues, but on net profits. While the business continues to run smoothly - and generate more transactions - the owner/leader concentrates on fine tuning it for increased profitability while letting others handle the day-to-day operational details.

Stage four-Entrepreneurial Investor

With a business that generates profits, the entrepreneur who has succeeded this far can begin to accept another exciting challenge, that of managing money so that it works to produce more money. Investing for maximum returns involves smart leverage of assets, and the entrepreneurial investor will often leverage the success of the first business to create a second or third company based on the same model or system. By franchising the original venture or buying other healthy businesses, the investor can get into the career of not just selling basic products and services, but of selling entire businesses. The goal, of course, is still to turn a profit. So rather than remaining at the helm of these companies the investor will buy them, ensure that they have valuable equity or attractive allure and potential, and then sell them to other entrepreneurs or would-be entrepreneurs. The focus becomes finding, buying (and perhaps refurbishing) businesses,

in the same way that a real estate investor locates homes, rehabs them, and then flips them for a profit. The challenge is to avoid falling back into the role of running a business as an administrator or manager, and to meet this problem with a viable solution the entrepreneur will typically appoint someone else to take the reins of the company as the president or CEO. Then the investor becomes more of a director or silent partner who shares in the profits while enjoying the relief of not having to share the routine responsibilities of running the business from the inside. This all becomes possible because the entrepreneur has not just created a business but has also designed excellent systems for keeping it going. Rather than dealing on the level of isolated actions and reactionary tactics, in other words, the entrepreneurial investor has risen to the level of broad and comprehensive strategies that work across all sorts of products, services, and economic cycles. Working smart replaces working hard, and the rewards - both financial and personal - are abundant.

Stage five-True Entrepreneur

Having learned new things every step of the way and evolved through various stages of entrepreneurial accomplishment and insight, it is possible to reach the ultimate goal and realize one's dreams in a really life-changing way. The true entrepreneur experiences a paradigm shift that involves a four-step process of changed thinking

- **Idealization** - Imagine gigantic, all-encompassing dreams for creating the ideal world.
- **Visualization**- Picture the ideal world as a reality and begin to clarify this vision on a daily basis, filling in more details each day.
- **Verbalization** - Begin to put words to the dream and talk of it as if it was already happening. Talk about it to others as if it were real and continue to have a personal dialog with the ideal to make it come true.
- **Materialization** - Because the effort and intention of designing and believing in the ideal and the dream, things begin to fall into place and happen in a natural and automatic way. The idea becomes a real and tangible fact that materializes in the world and influences others while opening new doors to fresh opportunities and the birth of more dreams. The true entrepreneur is a dreamer whose dreams come true, and an income earner whose income is passive. Money comes automatically from profitable ventures that feed success with more success but do not require extraneous work. The money made does all the work for the entrepreneur to create more money with a snowballing effect. These women and men profit in all situations and add to their wealth by acquiring more paper assets, more profit centers, and more entrepreneurial power.

Characteristics of Entrepreneurs

By examining the five phases or levels of entrepreneurship we gain a better understanding of the fundamentals that distinguish ordinary entrepreneurs from the extraordinary ones. And we begin to notice certain traits that are common to all successful entrepreneurs. While - quite naturally - individual entrepreneurs have many unique traits that are not common to other entrepreneurs, all entrepreneurs do share a kindred spirit, a certain type of constitution and outlook, and a special drive and willingness. Rather than elaborating on the many differences within this broadly diverse demographic, it is more helpful to look at those aspects of similarity. Here are 12 characteristics that are found within all successful entrepreneurs - and without which most people will fall short of what it takes to succeed in an entrepreneurial enterprise.

1) Confident

Confidence is a hallmark of the entrepreneur. Not all of us are born with confidence, but that does not mean we are not capable of it. Many confident women and men gain their sense of self esteem and faith in their ability to greet challenges by acting - even when they lack the confidence - and then gaining strength and belief in themselves by seeing the results and gaining the praise and respect of others.

2) Feels a Sense of Ownership

Taking responsibility for getting things done - and doing them with care and attention - means to act like an owner. Rather than viewing a problem as someone else's, the entrepreneur

sees it as his or her own and takes pride in finding a solution, leaving things in better shape than they were before encountering them, and improving upon situations rather than leaving them unattended. While a sense of ownership makes for a stellar employee, the entrepreneur knows that the goal is not to be owned by the enslavement of too much responsibility. Rather than controlling situations in an attempt to possess them, the entrepreneur teaches other people how to take charge. In that way the clever entrepreneur uses individual accountability in the ultimate pursuit of profitability, team work, and overall success.

3) Able to Communicate

Entrepreneurs recognize that the most important part of any business is the human element. Human resources -whether in the form of clients, employees, or strategic partners - are what makes or breaks a business, and communication is the key to successful relationships with people. The entrepreneur works to hone communication skills, whether those are written, spoken, or non-verbal messages conveyed through body language. And to support communication, he or she will take advantage of all available tools and resources. Those might include foreign language or public speaking classes, computer and telecom technology, search engine optimization or neurolinguistic programming as it relates to sales and marketing, or specialized writing such as that needed for grants, business proposals, mission statements, or policy manuals. Above all, the entrepreneur develops a keen ability to listen and hear what others are trying to say, because the best communicators got that way by first being the best listeners.

4) Passionate about Learning

Entrepreneurs are often “autodidactic” learners, which means that much of what they know they learned not in a formal classroom setting but instead on their own by seeking out information, asking questions, and doing personal reading and research. They also are quick to learn from their own mistakes, which means they are less prone to keep repeating them due to arrogance, ego, or a blindness to one’s own faults, shortcomings, or errors in judgement. To teach is to learn. And to lead, train, and impart experience to others the entrepreneur is constantly striving to learn more and get better educated. Because of the passion for education, true entrepreneurs surround themselves with people who either know more than they do or know things that are different from what they know. They entertain the views of others and perspectives that may be unlike their own, for instance, in order to be better students of human nature. In this way they continue to enrich themselves with knowledge while also making a concerted effort to grow that knowledge by sharing it with others who are also front row students of life’s valuable and unlimited lessons.

5) Team Player

Those who go into business for themselves but do not utilize teamwork wind up without the team but still have all the work to get done. They shoulder the whole burden for themselves, and wind up just trading their old job for a new and more demanding one - in an attempt to be self-employed. But the new venture carries greater personal and financial risks. On the other hand, team players know how to succeed by employing the physics of interpersonal synergy and dynamic relationships. One twig can be easily snapped, but a bundle of those small twigs becomes stronger than the sum of its individual parts and can be impossible to bend, much less break. The same goes for businesses, and successful entrepreneurs leverage teamwork to get the heavy lifting done without breaking stride.

6) System-Oriented

Like mathematical formulas, good systems allow us to reproduce great results every time - with less and less exertion of energy or resources. Entrepreneurs rely upon systems before they rely upon people, and they look for system based solutions before searching for human resource solutions. If the person gets the job done but falls sick or leaves, the job is threatened. But if a system is created to get the job done, anyone can step in and follow the blueprint to get the desired result. Similarly, when troubleshooting and problem solving, the entrepreneur will first examine and study the system - because a flaw in the system will produce a flawed outcome each and every time. Designing, implementing, and perfecting systems is one of the most useful and rewarding skills of an entrepreneur.

7) Dedicated

Entrepreneurs dedicate themselves to the fulfillment of their plans, visions, and dreams, and that tenacity of purpose generates electricity throughout the whole organization. One of the biggest reasons that companies fail is because they lose focus. Target a goal, clarify the objective, refine the brand, and narrow the margin of error. Regardless of what the effort might involve, an entrepreneur brings a single-minded dedication to the task by being committed to a positive outcome and ready and willing to do the needful. No matter what that might mean in terms of rising to meet a challenge or acting above and beyond the call of duty, the entrepreneur shows steadfast dedication.

8) Grateful

Being grateful for what we have opens us up to receive more, and one reason that is true is because those who are grateful appreciate what they are given. They respect it and nurture it. They do their best to make it grow instead of allowing it to dwindle away due to neglect. Entrepreneurs learn to take nothing for granted in this world. That gives them the agility and flexibility to adapt to changes and demands, while it also invests in them a thankfulness that reminds them that riches and wealth are not about “stuff”, but are about fulfillment, satisfaction, and the pleasure that comes from one’s accomplishments and contributions.

9) Optimistic

A positive outlook is essential for the entrepreneur, who learns to see setbacks as bargain priced tuition for the valuable business lessons gained through firsthand experience. Past shortcomings, failures, or disappointments are relegated to the past so that they cannot continue to haunt the present or obstruct the future. And when things go right and business prospers, this further fuels the optimism and positive mindset of an entrepreneur, helping to give impetus and momentum for greater accomplishments and increased hopefulness.

10) Gregarious

Because business is all about people, entrepreneurs tend to be socially outgoing. They get excited about sharing ideas, products, and services, and that excitement is contagious to their employees, clients, friends, and other contacts both within and beyond the business sphere. But women and men who work hard as entrepreneurs also relish the unique opportunity to have fun doing something that they love as their primary vocation. Human resource experts, career counselors, and business psychologists all agree that those who do jobs they enjoy and are good at have higher rates of success and broader measures of satisfaction. Entrepreneurs know that firsthand, from their own experience, and they tend to be a fun-loving group of people both on and off the job.

11) A Leader by Example

Entrepreneurs not only lead themselves through self-motivation as self-starters who jump into tasks with enthusiasm, but they are also skilled at leading others. They know the importance of teamwork, and they understand the need to appreciate others, support them, and reward them accordingly. True leaders do not become indispensable, otherwise things fall apart in their absence and they can never rise to the highest level of entrepreneurial freedom and prosperity. Neither do they squander the potential of those working under their guidance. As renowned business consultant and retired United States Air Force Major General Perry M. Smith once wrote, “Leaders who share their power and their time can accomplish extraordinary things. The best leaders understand that leadership is the liberation of talent; hence they gain power not only by constantly giving it away, but also by not grabbing it back.”

12) Not Afraid of Risk or Success

Many people could be successful if they only took chances. And many people who do take chances and become somewhat successful find the realization of their dreams an overwhelming possibility, so they sabotage their continued success by retreating back into a comfort zone of smallness. As discussed earlier, the employee mind set is preoccupied with a need for security. Those who cling to what is familiar to them - even if it means the denial of their dreams - lack the perseverance and ambition that the real entrepreneur exhibits. Entrepreneurs are not immune to fear. But they prioritize their approach to life so that the fear of failure, frustration, boredom, drudgery, and dissatisfaction far outweighs the lingering fear of success.

Identify the Entrepreneur

Many different types of people are drawn to entrepreneurship and a wide variety of talents, aptitudes, and personal traits help to contribute to an entrepreneurial spirit, personality, and vision. The attitude, mindset, passion, and character that define the successful entrepreneur are sometimes hard to pinpoint, specify, or sum up in a profile. But it is always easy to recognize in an individual or spot in action within the business arena. By examining some of the more predominant qualities of the true entrepreneur it is possible to emulate them, nurture and develop them, or to acknowledge whether or not we are actually suited to an entrepreneurial career. Not everyone is cut out to be an entrepreneur, and it is important to understand that fact. Otherwise a man or woman may risk time, energy, effort, and money trying to go into business for them - only to discover that it is not what they want out of life or what they are best suited to do. People who take the wrong path because they lack insight or understanding can waste valuable months, years, and financial resources in pursuit of the wrong career path. For others who are ideally fitted for an entrepreneurial career - and for whom it represents the fulfillment of their potential, desire, and personal and financial dreams - knowing how to verbalize, list, and define the fundamental essential temperament or nature of an entrepreneur can help tremendously. Learning about the symptoms and traits of the entrepreneur can give added hope, fuel, and impetus as it resonates with what potential entrepreneurs already know about themselves and their personal aspirations. Having an inventory or checklist of particularly desirable qualities to refer to as a guideline can offer a way to better clarify our sense of purpose. It can help us reach objectives en route to greater attainment of higher goals and bigger benchmarks. And grasping in a practical and tangible way the disposition of the successful entrepreneur can give us a wonderfully inspiring boost of confidence, foresight, and determination when we realize that we, too, share that winning attitude.

Conclusion

Levels of entrepreneurship we gain a better understanding of the fundamentals that distinguish ordinary entrepreneurs from the extraordinary ones. We begin to notice certain traits that are common to all successful entrepreneurs. The Motivate entrepreneurial development is by creating and highlighting all such platforms which can bring out the creativity and innovation among leadership qualities to grow entrepreneurship culture in society. An effective entrepreneur requires certain basic levels such as self employment, managerial prospective, attitude of employer and leader, investor and true.

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HINDRANCES AND CHALLENGES FACED BY WOMEN ENTREPRENEURS IN PARAMAKUDI TOWN

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Abstract

Women entrepreneur is someone female who initiates and actively operates his business. In India from the very beginning women have solely dominated the area of household activities. Nowadays medium enterprises are easily managed by women entrepreneurs and are done so excellently with them as the decision makers. In this content a research study was formulated with the objectives of identify the hindrances faced by women entrepreneurs. The study was under taken 60 women entrepreneurs in the area of Paramakudi Town in Ramanathapuram district of Tamil Nadu. In this study simple percentage and ranking method have been adopted for analysis of data. The highlighting hindrances are lack of family encouragement and Insufficient own capital. The major challenges like inadequate training and access to information, lack of Awareness about Governmental Programs and work-family interface are ranked by the women entrepreneurs.

Key words: *Women, Competition, Hindrances, Challenges.*

Introduction

“You can tell condition of a nation by looking at the status of its women.”

By- Jawaharlal Nehru

“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 development of good family, good society and ultimately good nation”.

By - APJ Abdul Kalam

Women entrepreneurs may be defined as a women or a group of women who initiate, organize and run a business enterprise. Women entrepreneur is someone faces some hindrances and accepting challenging roles to do something innovative in their surrounding and presenting a role model of self sufficiency and competency for others. A strong desire to do something innovative, creative, enhancing their skills is an inbuilt entrepreneurial quality. Women in India enter into business mainly compelled to take up their own business in order to tackle up their business in economic difficulties as well as responsibilities. Today non-traditional enterprises are easily managed by women entrepreneurs and are done so excellently with them as the decision makers. Today, women entrepreneurs represent a group of people who have broken away from the beaten track and are exploring new avenues of economic participation.

Review of Literature

Wagh S.P (1997) states that globalization has thrown many challenges to the entrepreneur. To succeed, the entrepreneurs had to develop their commercial and technical knowledge and information. He suggested that establishment of entrepreneur’s club to discuss their problems, share information and to promote entrepreneurial culture in their society.

Anitha H.S. and Laxmisa A.S (1999) in their study have discussed the need for women entrepreneurship and their functions, the factors influencing them and the problems faced by them. They argued for the establishment of separate industrial estates, an industrial development bank exclusively for women entrepreneurs and for imparting management training to them.

D.Shanthi Revathi and Dr.Jayasree Krishnan (2012) in their study explains, The emergence of woman entrepreneurs and their contribution the national economy is quite visible in India. The number of woman entrepreneurs has grown over a period of time, especially in the 1990s. Woman entrepreneurs need to be lauded for their increased utilization of modern technology, increased investment, finding a niche in the expect market, creating a sizable employment for others and setting the trend for other woman entrepreneurs in the organized sector. The women in business are a recent phenomenon in India. The spread of education and increased awareness are aiding women of spread their wings in to areas which are hither to the monopoly of men. The number of women entrepreneurs in the field of engineering, electronics and energy are on the rise. Majority of the educated woman entrepreneurs having qualities such as accepts challengers, ambitious, enthusiastic, hard-working, skilful etc.

Dr.A.Sujatha (2013) in her article brought to light certain problems faced by the women entrepreneurial respondents in Theni District like marketing problems, financial problems, raw material problem, labour problems and power supply. The researcher gives helpful suggestions to overcome the problems.

Objectives of the Study

- To study the socio economic profile of Women Entrepreneurs in Paramakudi Town
- To identify the hindrances faced by women Entrepreneurs in Paramakudi Town
- To identify the challenges faced by women entrepreneurs in Paramakudi Town

Methodology and Sampling

The researcher has formulated interview schedule on the basis of the literature relating to the subject of entrepreneurship. The study was confined to Paramakudi Town in Ramanathapuram District. From this town 60 women entrepreneurs were selected for the study based on their co-operation and willingness to respond. The required information relating to general background relating to various types of Socio - Economic, hindrances and challenges.

Area of the Study

The area of the study is confined to Paramakudi Town at Ramanathapuram District in Tamilnadu. It is situated at a distance of 75Km east of Madurai and 35Km west of Ramanathapuram. The town is surrounded by urban centers namely Manamadurai on north, Mudukulathur on the south, Ramanathapuram on the east and Tiruchuli on the west.

Data Collection Method

Both primary and secondary data were collected. The research instrument for primary data collection was interview schedule. The secondary data were collected from books, journals, reports from Government records.

Summary of Findings

Table No 1 Socio Economic Profile of Women Entrepreneurs

A	Age	Number of Respondents	Percentage
	Below 30	13	21.67
	30 - 35	24	40.00
	35 - 40	13	21.67
	40 - 45	6	10.00
	Above 45	4	6.66
B	Marital Status		
	Married	48	80.00
	Unmarried	12	20.00
C	Qualification		
	No formal Education	4	6.67
	Up to School level	35	58.33
	Under Graduate	18	30.00
	Post Graduate	3	5.00

D	Type of Family		
	Nuclear	36	60.00
	Joint	24	40.00
E	Monthly Income (in rupees)		
	Below 8,000	12	20.00
	8000 - 16000	30	50.00
	16000 - 24000	15	25.00
	Above 24000	3	5.00
F	Nature of activity		
	Tailoring	18	30.00
	Running grocery shops	10	16.67
	Poultry	8	13.33
	Beautician	24	40.00

Source: Primary data

From the table No.1, it is denoted that among the 60 women entrepreneurs, majority of the respondents (40 per cent) were in the age group of 30-35 years, 6.66 per cent were in the age group of above 45 years. It is observed that most of the entrepreneurs eighty per cent were married. In the selected area 58.33 per cent of the respondents have obtained school level education, 30 per cent of the entrepreneurs were obtained under graduation and 5 per cent of the entrepreneurs were obtained post graduation.

In the selected area, 40 per cent of the entrepreneurs were belonging to joint family and 60 per cent were belonging to nuclear family. Fifty per cent of the entrepreneurs were getting their monthly family income as Rs. 8,000-16,000.

Table No 2 Hindrances faced by Women Entrepreneurs

Hindrances	No of respondents	Percentage
Dual role of women	26	43
Insufficient own capital	32	53
Competition	27	45
Lack of self confidence	18	30
Lack of family encouragement	39	65

Source: Primary data

It is clear from table No.2 revealed that, chief hindrances faced by women entrepreneurs was lack of family encouragement (65 per cent), insufficient own capital (53 per cent), competition (45 per cent), dual role of women (43 per cent), lack of self confidence (30 per cent). Women entrepreneurs not only fight at the time of establishment of enterprises but at operation stage also, they have lots to overcome with different functional difficulties. Usually women balance both business as well as family also.

Table No 3 Challenges faced by women entrepreneurs

Challenges	1	2	3	4	5	Weight	Ranks
Lack of Awareness about Governmental Programs	7	10	10	20	13	202	II
Work-family interface	7	11	12	21	9	194	III
Inadequate training and access to information	5	11	13	15	16	206	I
Legal barriers and procedures	15	10	11	16	8	172	IV
Women's safety and gender based violence	14	12	14	11	9	169	V

Source: Primary data

It is clear from the table No 3 shows that the various challenges faced by women entrepreneurs among that inadequate training and access to information is ranked first (206) followed by lack of Awareness about Governmental Programs (202), work-family interface (194), legal barriers and procedures (172) and women's safety and gender based violence (169). It is

depicted that proper training and provide special awareness about government programs are necessary for women entrepreneurs in Paramakudi Town.

Suggestions and Conclusion

The objective of this research was to assess the hindrances faced by women entrepreneurs in Paramakudi Town. The intent behind the objective was to find ways to enhance women entrepreneurship. From the results, it can be concluded that assistance offered in a number of ways, such as information availability and financial assistance. A better solution might be to focus on offering more attractive and pertinent financial assistance to entrepreneurs based on their size of business and revenue earning capacity. Financial assistance should be liberalized and increased to develop the society.

The sustained and coordinated effort from all dimensions would pave the way for the women moving into entrepreneurial activity thus contributing to the social and economic development of the members of the family and thereby gaining equality and equal importance for themselves. The study of entrepreneurship has relevance today, not only because it helps entrepreneurs better fulfil their personal needs but because of the economic contribution of the new ventures. More than increasing national income by creating new jobs, entrepreneurship acts as a positive force in economic growth by serving as the bridge between innovation and market place.

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CHALLENGES FACING BY WOMEN ENTREPRENEURS

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Abstract

Challenges facing women entrepreneurs classified women into “better-off and low-income women”. According to them, better-off women face the following challenges; Lack of socialization to entrepreneurship in the home, school and society, Exclusion from traditional business networks, Lack of access to capital and information, Discriminatory attitude of leaders, Gender stereotypes and expectation: Such as the attitude that women entrepreneurs are dabblers or hobbyists, Socialized ambivalence about competition and profit, Lack of self-confidence., Inability to globalize the business: Men are leading in the global market.

Introduction

Women entrepreneurs face many challenges, including government rules and regulations, gaining access to finance, and building an ICT infrastructure that enables efficiency and growth (United Nations, 2006). Women entrepreneurs require confidence, leadership and management skills and must find ways to access new markets. Kantor (1999) rightly argued that women often experience greater constraints on their economic actions relative to men. Mayoux (2001) also noted that “there are certain factors that limit the ability of women entrepreneurs to take advantage of the opportunities available to them in their environment and these factors have been identified as the reasons why women businesses fail”. These include poor financial management, liquidity problems, management inexperience and incompetence, problems in coping with inflation and other external economic conditions, poor or non-existent books and records, sales and marketing problems, staffing, difficulties with unions, the failure to seek expert advice, limited social and business networks, a low level of demand in the local economy, the value and system of tenure for housing, constraints in access to finance, lack of work experience and skill, and lack of role models (United Nations, 2006). Other barriers to women entrepreneurship development are cultural obstacles, lack of motivation, high crime rates, government regulation and problems during the transition from reliance on government benefits and employment. More extensively, Mayoux (2001) identified these factors to include:

- **Lack of Access to and Control over Income:** Another constraint that faces women entrepreneurs is lack of access to and control over income. Low income, low investment and low profit may limit women’s ability to save. More than 65% of the poor and rural settlers in Tamil Nadu are women. Women usually face discrimination in the labour market (both in their remuneration and the nature of job they are offered). This affects their income, investment, and savings. Inability to save, can affect their start-up capital there by discouraging them from owing businesses. Mayoux (2001) also noted that Women have limited control over the incomes they earn. Gendered rights and responsibilities between man and women within households invariably operate to constrain women’s ability to control their own income and access to male income. Even when women have opportunity to earn high income, by virtue of culture and tradition, they are subjected under their husbands who have control over them and their money. This can hinder their participation in business.

- **Lack of access to Information Technology:** The number of women in the technology is very low unlike in other sectors such as health care, hotel, education, restaurant etc.
- **Lack of Information on Women Entrepreneurship:** There is little information available on women entrepreneurship or women owned business in Tamil Nadu in particularly and in the world generally.
- **Age Limit:** Unlike men, there are certain periods in a woman age/time that she cannot do business -for instance, during pregnancy, labour period, child nursing and such other times that are peculiar to woman. Due to this, entrepreneurship therefore tends to be a midlife choice for women. Hence, majority of women start up business after the age of 35 (Dane, 1984).
- **Family Dependence:** Most of the family members depend on women for care and hospitality, thereby limiting their full involvement and participation in business.
- **Restriction to Family Business:** Most women entrepreneurs are some how restricted to family business because of their family commitment. This affects their level of ingenuity, creativity, innovativeness and competitiveness.
- **Inaccessibility to Required Funds:** Women also may not have equal opportunity to access finance from external sources such as banks, and other finance institutions as a result of this, they tend to prefer using personal credit/saving in financing their business. This discourages a lot of women from going into entrepreneurship.
- **Religious Predicament:** Some religion prohibits women from coming out of their homes and environments thereby restricting them from getting involved in business.
- **Non Involvement of Women in Decision Making:** Women all over the world and in all sectors are usually marginalized, especially in the planning stage of development. The decision for the execution of projects done in Tamil Nadu such as construction of roads, building of markets, building of civic centers etc are done without consultation of the women by their men counterparts (Okunade, 2007).
- **The Offensive of the Economic Planner:** The women are totally neglected in the economic planning process. The opinion of the men assumed to be the same with that of women. Even the work they do in most cases, is not giving economic value. Dane (1984) was right when she asserted, “all the work by women in the family enterprises and on the land is given no economic value, and women are being exploited in the employment field”.
- **Much Emphasis on Domestic Role:** No matter the role of a woman in the society, she is mainly remembered for the domestic role. A woman, whether a director of a company, an educationalist, an entrepreneur, or a professional, must go back to the kitchen. The popular saying that a “*woman education ends in the kitchen*”- tends to prohibit women from going into business. “The kitchen” role dominates every other role of a woman (Kpohazounde, 1994).
- **Limited Leadership Role:** Women especially in world have always been assumed not to be matured for leadership position. They are usually given the seconding position in company’s meetings and as government functionaries. Gould and Perzen (1990) listed the barriers that women entrepreneurs face which are not usually encountered by their men counterpart. He classified the constraints that face women into two groups; “constraints for better- off women and for low-income women”. Gould and Perzen (1990) commenting on the challenges facing women entrepreneurs classified women into “better -off and low-income women”. According to them, better-off women face the following challenges;
 - Lack of socialization to entrepreneurship in the home, school and society
 - Exclusion from traditional business networks
 - Lack of access to capital and information
 - Discriminatory attitude of leaders
 - Gender stereotypes and expectation: Such as the attitude that women entrepreneurs are dabblers or hobbyists
 - Socialized ambivalence about competition and profit
 - Lack of self-confidence
 - Inability to globalize the business: Men are leading in the global market.

Low-income women according to Gould and Perzen face the following challenges: i)poor savings, ii) longer hours to work, iii) health care and other assistance, iv) illiteracy, v) regulation

that do not distinguish between personal business assets make it extremely difficult to start a business or to invest the time it takes to make it profitable, vi) Lack of managerial skill, vii) cultural bias both within cultural group and in the larger society (viii) high level of poverty.

Motivations of women entrepreneurs empirically, are associated with different factors. The classification of these factors varies from author to author. For instances, Bartol and Martin (1998) classified these factors into (i) Personal characteristics, (ii) Life-path circumstances and (iii) Environmental factors. The results of their findings revealed that most women under their study cited push factors as their major motivation into business. These factors include; factors of frustration and boredom in their previous jobs, followed by interest in the business, while pull factors include; independence, autonomy and family security.

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IMPACT OF SELF-HELP GROUP IN ENTREPRENEURIAL DEVELOPMENT

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Abstract

The SHG method is used by the government, NGOs and others worldwide. Thousands of the poor and the marginalized population in India are building their lives, their families and their society through Self help groups. The main aim of this paper is to examine the impact of Self-help Group in Entrepreneurial development of India. Self-help Groups have been playing considerable role in training of Swarozgaris, infrastructure development, marketing and technology support, communication level of members, self confidence among members, change in family violence, frequency of interaction with outsiders, change in the saving pattern of SHG members, change in the cumulative saving pattern of SHG members per month, involvement in politics, achieving social harmony, achieving social justice, involvement in community action, sustainable quality and accountability, equity within SHGs, defaults and recoveries, and sustainability - financial value of the SHGs.

Keywords: *Poor, Self-Help Group, achieving Social Justice, Sustainable quality, Equity, Empowerment*

Introduction

A Self-Help Group may be registered or unregistered. It typically comprises a group of micro-entrepreneurs having homogenous social and economic backgrounds; all voluntarily coming together to save regular small sums of money, mutually agreeing to contribute to a common fund and to meet their emergency needs on the basis of mutual help. They pool their resources to become financially stable, taking loans from the group members use collective wisdom and peer pressure to ensure proper end-use of credit and timely repayment. This system eliminates the need for collateral and is closely related to that of solidarity lending, widely used by micro-finance institutions. To make the bookkeeping simple enough to be handled by the members, flat interest rates are used for most loan calculations money collected by that group and by making everybody in that group self-employed. Members make small regular savings contributions over a few months until there is enough capital in the group to begin lending. Funds may then be lent back to the members or to others in the village for any purpose

Self-Help Group

Self-help group is a method of organizing the poor people and the marginalized to come together to solve their individual problem. The SHG method is used by the government, NGOs and others worldwide. The poor collect their savings and save it in banks. In return they receive easy access to loans with a small rate of interest to start their micro unit enterprise. Thousands of the poor and the marginalized population in India are building their lives, their families and their society through Self-help groups. Self Help Group (SHGs)-Bank Linkage Programme is emerging as a cost effective mechanism for providing financial services to the “Unreached Poor” which has been successful not only in meeting financial needs of the rural poor women but also strengthen collective self help capacities of the poor ,leading to their empowerment. The main aim of this paper is to examine the impact of Self-help Group in Entrepreneurial development. It analyses the Self-Help Group and its significance and the present status of Self-Help Group, impact of Self-Help Group, Shortcomings of Self-Help Group, and the Suggestions to enhance the Entrepreneurial skills of the members of SHGs.

Objectives of Self Help Groups

The Self-Help Group is a voluntary association of those people who are in need of small funds to establish or to promote their small enterprise. The Self-Help Groups have been conceived in the form of savings and credit groups, joint farming groups, social forestry groups, horticulture groups, traders' groups and the like with emphasis on thrift-cum-credit. A Self-Help Group is a self-managed institution of 10-20 members, based on common interest and affinity for Entrepreneurial improvement of its members. People women and they constitutes almost half of the population of India. Bound by mutual trust, respect and affection who support one another and amongst whom exploitative relationships do not exist, form these affinity groups. The main objective of the Self-Help Group is to provide economic opportunities to the economically disadvantaged groups to establish and gradually improve their entrepreneurial ambitions through regular and small savings to improve their Entrepreneurial ability by organising and participating in their own voluntary and democratic association. Self-Help Group is a social design in which people participate by making themselves socially and economically accountable to each other. All Self-Help Groups are not necessarily linked to lead/focal bank because they do not need external credit except the support from their sponsoring organisations. It should be clearly understood that the Self-Help Group is a small organization of small people with small objectives. It goes to demonstrate that small efforts can be translated into bigger power.

Importance of Self-Help Groups

Farmers require institutions which can help meet their requirements - farming or non-farming. To have such needs fulfilled, they approach the institutions and individuals which are closest to them. These generally are the cooperatives and the moneylenders. They can even approach their relatives and friends to borrow some money to purchase their requirements from the market, or even from the cooperative society. Self-Help Groups are, however, such institutions where members with their own collective small savings try to help the group members. A small group moves forward towards self-empowerment. The needy persons, the group members, are mostly poorest of the poor and have determination to strengthen themselves economically and socially. Usually these people individually have no access to formal banking system. Moneylenders exploit them in the hours of their needs. To overcome both these situations there is a felt-need to create Self-Help Groups. Members with their collective resource take up some income-generating activities which will bring additional income to their household. These institutions thus become powerful tools for poverty alleviation and social cohesion at the grassroots level

Functions of Self-Help Groups

In order to achieve the main objective, the SHGs undertake various activities. These activities are:

- **Small Savings Mobilization** - howsoever small they may be should be made in order to mobilize financial resource. The idea is to generate the habit of saving from whatever income is earned in the household.
- **Arrangement of funds** - In smaller quantities but in time. As a micro-finance institution the SHG should be able to provide credit to the members. It is also expected that the members return the money borrowed in time, in full, and with interest so that other members also benefit;
- **Records and Account** - Is the most crucial aspect of management of the SHG as well as of confidence building among the members. The SHG has to ensure that all accounts and the books of account are up to date and maintained to ensure transparency and accuracy. Good accounts reflect the goodwill of the organisation and ensure its credibility. Properly kept records are not only of reference value but also useful in future planning and decision-making;
- **Training and Development Activities** Self - Help Groups need constant support, assistance, guidance and advice from the promoters and other development agencies. They need constant monitoring, training and education support in order to help them improve their working capacities and capabilities. The members might need some exposure and interaction. They

might also need some equipment and technology support. SHGs need to continue improve their capacities. Most of these programmes are social and economic and even cultural. Such programmes are also usually the agenda of the development projects which promote SHGs. Programmes can be educational, additional income-generation, off-farm activities, labour-intensive activities, watershed-related and public works construction activities, harnessing water resources for drinking and irrigation, health, education, vocational training etc. etc. Development programmes can be directed at women, youth or farmers; Linkages with financial institutions: Liaison and Linkages with financial institutions /Government Organisations and other agencies. The SHG considers developing relationship with the financial institutions or cooperative banks or the rural branch of a commercial bank, or others, and also relationship with the governmental organisations and other development agencies

Impact of Self-Help Group

Saving and Financial Decision Making - One of the primary benefits of participation in a SHG is the opportunity to save regularly, access formal savings institutions and participate in the management of these savings. They save regularly, have their own bank accounts and make deposits into these accounts. SHG is having a good impact on members, in their ability to save their hard earned money. Access to credit A corollary of participation in SHGs is an improvement in a woman's access to credit. Since the project is perhaps too early in its implementation to directly improve women's access to credit. The financial mobility due to participation in the SHG has led to an improvement in the quality of life, according to some of the successful groups. Overall, many families were able to address their basic needs better than before. Some of NGOs reports have shown that the record on the repayment of loans by women was often better than that of men, and that women were also more likely to spend the income earned, on their families, leading to improved health and nutrition of the poor population and for improving the quality of their lives. Employment: The implementation of SHG has generated Self-employment opportunities for the rural poor. The program helped many participants in improving their economic conditions. After joining the self help group the women are economically and socially empowered. This empowerment cannot be transformed or delivered it must be self generated such that it enables those who are empowered to take control over their lives.

Decision-making within the household: The social impact of the SHG program increased involvement in Decision-making, awareness about various programs and organisations, increased access to such organisations, increased expenditure on Health and Marriage events, there is a Change in the attitude of male members of the families, now they are convinced about the concept of SHG and encourage women to participate in the meetings and women reported that they have savings in their name and it gives them confidence and increased selfrespect. Within family the respect and status of women has increased. Children Education has improved significantly. Especially girl education was very low but now SHG members are sending their children including girls to school. The Sanitation in members' households has improved and it has led to better health in members' families.

Participation in local government: Because of SHG, women know about their local political institutions such as the Gram Panchayats and have better knowledge of where to report certain types of grievances. As part of the political empowerment process, it is a pertinent fact that many women have not only been elected to the Grama Panchayats but have become the role holders too.

Communication Level of Members: Microfinance movement is having a good impact on members, in their ability to express their feelings and has made people more confident to express themselves.

Self Confidence among Members: The group formation brought out the hidden talent and leadership qualities among the members. Therefore, it can be concluded that after joining the SHG the members have improved their status in family, become helpful in family finance and sometimes helped others too. Now, most of the SHG people feel that they get more respect; not only in the village, but our own family members treated us more respectfully. Improve their knowledge of banking, of how to undertake the different banking transactions, as also of dealing with

government officials. They now feel confident about these things. They too feel an improvement in their social status. Family members changed their attitudes towards them after they started participating in the SHG. Therefore, involvement of women in development programmes through SHGs can effectively increase awareness of society to ward environmental sustainability.

Suggestions to Improve Self-Help Group in India

Suggestions to promote Financial Inclusion

1. SHG banking may be allowed to function as core banking activity without any outside interference like target fixing, interest cap, loan size, etc.
2. The Government may promote quality SHGs through village/ cluster level; sub-district/ block level and district level federations.
3. Wherever banks are not accessible or not responsive, federations may be prepared to take up financial intermediation
4. Promoting agencies play a crucial role in developing quality institutions. Promoting agencies may be given adequate financial and capacity building resources and timeframe.

After joining SHG the income levels of the respondents have increased and with the help of increased income level they could overcome the poverty. Loan facility is available for all the members without any restriction. Thus SHGs are formed with the idea of mobilizing small savings from the members. SHGs are not treated as financial system but they are formed with a view to social and economic change of the rural people especially for the rural women. E.Improper emphasis should be given to group lending and SHGs formulation for alleviate poverty. In avoiding of any misuse of money, there should be a need of proper regulating authority at each level such as saving, depositing, and money lending. Periodical training programme at regular intervals to group members may be organised by the NGOs and other Government officials to aware about bank loan, proper accounts keeping, self management, decision making etc. Attendance at meeting and workshops should be made mandatory so that the members can enhance their group cohesiveness. Women should be properly educated so that they will enhance the capability to manage communities and community projects.

Conclusion

SHG Programme plays a central role in the entrepreneurial development. The programme in various blocks all seem to be very successful in reaching clients Importantly; there is evidence of increased income. Self-help Groups have been playing considerable role in infrastructure development, marketing and technology support, communication level of members, self confidence among members, change in family violence, frequency of interaction with outsiders, change in the saving pattern, change in the cumulative saving pattern and also in development of entrepreneurship collectively. Microfinance is playing a significant role in rural development and development of SHGs in developing entrepreneurs, also women are the sole family caretaker, proper emphasis should be given to the rural women and for empowering the rural women finance. Microfinance to the rural SHGs is a way to raise the income level and improve the living standards of the rural people. The Self Help Groups have proved the way for economic independence of rural people. Thus, it can be concluded that the self help groups contribute substantially in pushing the conditions of the population up and through that chip in poverty eradication as well as in development of entrepreneurs in rural areas.

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ASSESSMENT OF CONSUMER CO-OPERATIVE STORES WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT

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Abstract

Cooperatives are service oriented institutions based on the principle of each for all and all for each. The basic objective of the cooperative movement is to achieve the welfare: of the members concerned and to protect them from exploitation. Consumer cooperatives are organized to serve as the best custodians of the unorganized consumers by supplying quality products and services at reasonable prices and in correct weights and measurements. The co-operative movement for the people by the people and of the people. The main aim of the study is to analysis the attitude and problems for buying products and service from the consumer co-operative stores in Thoothukudi District. The study mainly based on primary data and data has been collected from consumer co-operatives stores buyers through interview schedule method. To identify the opinion of respondents about consumers co-operative stores. There are 450 respondents have been selected from nine consumer co-operative stores. 50 respondents have been selected from each store on the basis of the convenience sampling technique. Major finding of the study: It could be noted that among the six factors goods are not distributed in correct quantity and price is the most important problem faced by the respondents. The study can be concluded that the Consumer co-operatives were originally conceived for serving the people belonging to the economically weaker section of the society. Consumer cooperatives play a significant role in protecting the consumers from the clutches of middlemen and contribute great part in the development of the country. Based on the analysis, the researcher concludes as here under: Majority of the members was not satisfied with the products supplied by the society due to inadequate quantity, improper time of distribution, right place etc. It is captured that the inadequate provisions supplied by the government to cooperatives, and salesman sold the provision through block market and Government control over the cost of commodities supplied by the societies and lack skilled salesman is also the problems of societies.

Introduction

Cooperatives are service oriented institutions based on the principle of each for all and all for each. The basic objective of the cooperative movement is to achieve the welfare: of the members concerned and to protect them from exploitation. Consumer cooperatives are organized to serve as the best custodians of the unorganized consumers by supplying quality products and services at reasonable prices and in correct weights and measurements. Consumer co-operative have been assigned an important in the distributive trade to support the public distribution system in India and to promote a strong consumer protection movement. In urban areas consumer co-operative stores aim to provide quality goods to consumers in the desired quality at reasonable prices. In the rural areas more and more agricultural credit co-operatives. Primary marketing societies are being involved in the distribution system to meet the consumer requirements in rural.

Tamil Nadu was the pioneer in the regard in the country. The record of the Co-operative movement in the states remains to be of immense interest to the co-operative movement in the country at large. The first consumer co-operative store in India was started in Tamil Nadu in 1904 and this institute known as the TNCS (The Triplican Urban Co-Operative Society). It is still rendering useful service to its clientele.

Review of Literature

TamilVani and Villaichamy (2014) Consumer Cooperatives are enterprises owned by consumers and managed democratically which aim at fulfilling the needs and aspirations of their members. The objectives of the study are to study the operative performance of Consumer Cooperative Wholesale Store - In Erode District and To study the structure of consumer Cooperative wholesale stores. The data is collected from the financial statement of the societies. The five years

i.e. from 2002-2003 to 2012-2013 were taken as the reference period. Purchase performance of The Tirupur District Consumer Cooperative Wholesale Store Ltd., for the periods from 2002 - 2003 to 2011 - 2012. In this analysis, the Grocery item was purchased high as 151.3 Lakhs and Crackers was purchased low as 30.29 Lakhs because of Seasonal Time.

Shambel H (2012) in his research study entitled “An analysis on the Challenges and Opportunities of Consumer Cooperative Societies in Hawassa Town, SNNPR, Ethiopia” emphasized that the major challenges of consumer cooperatives under the study areas are corruption, lack of awareness, poor member participation, lack of managerial skills, lack of finance, lack of supervision and audit, quickly organized and weak linkage among and other cooperatives are the major problems that affect the activities of consumer cooperatives. Based on the findings, government supports, willingness of non-members to join in consumer cooperatives and dissatisfaction of non-members by retailers take as an opportunity for those consumers’ cooperatives in Hawassa Town.

Prakash. C (2012) in his article “Consumer’s Cooperatives Societies and its movement in India” stated that consumer cooperative society is an economic institution, which is set up by the consumers themselves on a cooperative basis to protect their collective interests and the societies were success with conditions of consumers’ involvement, size, location, purchasing policy, amalgamation, constant supply, financial strength and sales policy.

Statement of the Problem

The consumer co-operative at different tiers have come to a stage where their activities are not increasing nor their impact of the market fell to the designed extent. The various tiers of consumer co-operative have little or no linkages. The consumers co-operative are not in a position to arrange for working capital and they work forward to Government assistance for the purpose. In most cases they borrow funds at high cost for the business operations, which they are unable to sustain. This adversely affects their viability. The salesman and their sales promotion work are the tools that can bail out the business even in difficult situations, but unfortunately the situation in the consumer Co-operatives is quiet bad as many salesmen lack in skills and techniques and there are no value promotion strategies. The work with inadequate stock and product varieties due to poor working capital and so fail to attract the consumers. The Government of Tamil Nadu had undertakes the distribution of consumer goods through their civil supplies corporation and consumers co-operative stores. They compete with the co-operative outlets. The margin available to the stores for distribution of controlled commodities is low and hardly covers the cost of distribution. The co-operative stores continuously sustain losses on this account. Most of the consumer co-operative stores are not sound and healthy and they took to the Government for assistance both in money and in terms of policy support. This weakens and cripples the consumer co-operative everywhere and weakens their comparative sprit in the face of a liberalized market economy. The state of the management of the consumer stores is pathetic and dismal On the one hand, the consumer stores suffer from gross mismanagement and of the other hand, from the intervention of politics in the management. The elected boards are superseded and governed by government officials who have little knowledge in the consumer business. Moreover, many staff neither possesses the required qualification nor the required knowledge and skill. Hence, the present study has been undertaken to evaluate the operational efficiency of consumer co-operative stores and the consumer attitudes to them and to suggest feasible solutions to these problems.

Objectives of the Study

The objectives of the study are as follows:

- To study the attitude and opinion of the respondents of consumer co-operative stores in Thoothukudi District.
- To find out the various problems faced by the respondents from the consumer co-operative stores.
- To offer suggest for improving the performance of the consumer co-operative stores based on the findings of the study.

Research Design and Methodology

Sources of Data

The present study is based on both primary and secondary. The primary data were collected from the consumers by meeting them in person at the stores. For this purpose an interview schedule was prepared. In order to find the views of the top management and other experts regarding the service of the stores, discussions were held with the higher level officials and the secretaries of the stores. The secondary have been gathered from the annual reports, brochures, journals, magazines, Internet websites and books related to consumer co-operatives.

Sampling Method

The number of wholesale and primary stores in each of the taluk working under the co-operative sector in Thoothukudi District was obtained from the records of the Joint Registrar co-operatives, Thoothukudi. There was nine primary consumer co-operative and one wholesale store in the District, out of nine primary stores, two were dormant. As such remaining seven consumer co-operative stores and the wholesale store were taken for the study. Since the population is considering ably large in size it is not practicable to collect data from the whole population within the time frame. The number of members of each store is not uniform. To analyze the attitude of consumer to consumers co-operative stores. There are 450 respondents have been selected from nine consumer co-operative stores. 50 respondents have been selected from each store on the basis of the convenience sampling technique.

Analysis and Discussion

Gender

The sample respondents who buy from the consumer co-operative stores include both men and women. It is show that among the 450 respondents, 87.3 per cent are male and 12.7 per cent of the respondents are female. Thus most of the respondents (87.3 per cent) fall under the male category.

Age of the Respondent

Various age groups of the respondents who buy commodities from the consumer co-operative stores were surveyed through an interview schedule. It shows that among the 450 respondents, 8.9 per cent are of the age group of below 20 years, 1.6 per cent are of the age group 21-30 years, 8.9 per cent are of the age group of 31-40 years, 47.6 per cent are of the age group of 41-50 years, 21.6 per cent are of the age group of 51-60 years, 11.6 per cent are of the age group of above 60 years. Thus most of the consumers' respondents (47.6 per cent) are of the 41-50 years age group.

Goods and Services supplied by Cooperative Society: The consumer cooperative society should be provided at right quality, quantity, price and time.

Table No 1
Opinion of Respondents of Type of Goods and Services by Co operative Society

Benefits	Percentage (%)
Sugar	19.62
Meal Oil	49.05
Soap	22.78
Milled Grain	8.55
Total	100.0

Source: Primary Data

As the table no. 1 stated that, most of the respondent (49.05 percent) have been receiving the meal oil from their society; about 22.28, 19.62 and 8.55 percent of respondents have been taking soap, sugar and Milled grain respectively. It was understood that a significant portion of the respondents (49.05 per cent) have been availing meal oil rather than sugar, soap and milled grain. It is assumed that they prefer meal oil as most imperative and essential commodities / goods and considered as one among the basic needs of human being.

Table No 2

Opinion of Respondents of about the Level of Satisfaction to the benefits from the Store

Level of Satisfaction	Percentage (%)
Very High	6.3
High	40.2
Medium	14.2
Low	23.7
Very Low	15.5
Total	100.0

Source: Primary Data

From the above table show that, the study found that as majority of the respondents (46.52 per cent) expressed, they were highly satisfied with the consumer products supplied by the concerned cooperative societies; around 39.24 per cent of the respondents clearly pointed out that they were not satisfied with essential products distributed by the consumer cooperative societies to the members and non -members; only 14.2 per cent of them were moderately satisfied with products supplied by the societies. It was understood that a significant portion of the respondents (60.76 per cent) have fully satisfied with essential consumer products distributed by the concerned cooperative societies.

Table No.3

Opinion of Respondents of about the Cost of Products Supplied by the Store

Opinion	Percentage (%)
At the Market Price	10.1
Above Market Price	2.5
Below Market Price	87.3
Total	100.0

Source: Primary Data

As the above table no.3 reveals that majority of the respondents (87.3 per cent) openly expressed that the consumer cooperatives societies are distributing essential goods and services to the community as below the market price; around 10.1 per cent of them stated that the cooperative society is providing the essential products to the community at the market price; only a small portion of the respondents (2.5 per cent) opined that the cooperative societies are selling the products as above the market prices. Hence, the study clearly indicated that the concerned consumer cooperative societies are rendering the valuable services to the entire community at minimum cost.

Table No.4

Opinion of Respondents of about Quality and Quantity Supplied by the Store

Opinion	Percentage (%)
Strongly Agree	0.9
Agree	31.6
Moderate	15.2
Disagree	23.7
Strongly Disagree	28.5
Total	100.0

Source: Primary Data

As the above table indicates that a vast majority of the respondents (52.23 per cent) disagree regarding the quantity and quality of the provisions supplied by the concerned Primary Consumer Cooperative Society (PCCS); around 32.59 per cent of them have agree; and only 15.2 per cent of the respondents have moderate level. Therefore, the study understood that the majority of the respondents are not receiving right quantity and quality.

The table no.5 exhibits that, the problem faced by respondents from the consumer cooperative stores in Thoothukudi District. According to the Weighted Mean Score method, it could be noted that among the six factors goods are not distributed in correct quantity and price is the most important problem faced by the respondents, it is followed by poor approach to consumer, not supplied as provisions allocated by the government, lack of qualified personnel, lack of hygiene

environment and high political inference. It is understood that the high political inference is the least important problem among the six issues.

Table No 5
Weighted Arithmetic Mean for the Ranks of the Problems faced by Respondents
from Consumer Co-operative Stores

S. No.	Problems	Total	Weighted Arithmetic Mean	Ranks
1.	Lack of qualified personnel	1662	3.56	IV
2.	Goods are not distributed in correct quantity and Price	1865	4.14	I
3.	Not supplied as provisions allocated by the government	1784	3.96	III
4.	High political interference	1333	2.96	VI
5.	Lack of Hygiene Environment	1455	3.23	V
6.	Poor approaches to consumer	1802	4.00	II

Source: Primary data

Issues in Consumer Co-operative Stores

- **Attitudes of Sales of Personnel**

The approach of sales personnel in certain stores is not motivating the customers to the stores. Consolidated customer perception index towards the motivational approach of sales personnel was 24.83., which signifies that consumer cooperatives are lying in the least favourable region. Sales personnel may be trained in the art of extending courtesies to their customers and win their goodwill and confidence. Lack of enthusiasm and non-cooperation on the part of the sales personnel lead to loss of customers in the consumer cooperative store.

- **Lack of Trained and Experienced Staff**

The employees of the major stores were not deputed for any training programmes or in service courses during the past ten years. The secretaries with H.D.C qualification opined that training institutes should redesign the courses with special emphasis to management practices. Private sector marketing strategies are in conformity with the modern business practices in the market; where as cooperative training designs are not that futuristic. The employees in the consumer cooperative stores should be equipped with necessary skills, knowledge and experience so as to enable them to take up tasks more efficiently and with greater sense of responsibility.

- **Poor Display of Products**

To ensure that goods are displayed attractively, place the good in groups, at eye level. Show the faces of the packets display the prices clearly and fill up the front of the shelves attractively. Practical display means placing the groups of goods which are most often requested within easy reach, place heavy items near the ground and do not put different things behind each other. In the safely display, attention is to be paid to keep strong selling products and food items apart. Articles which attract shoplifters should not be displayed since they are easy to be stolen.

Miscellaneous Issues

a) **Inconvenient working hours:-** In six consumers' stores, certain customers were not satisfied with the duration of working hours. Though it would be expensive for the stores, the noon interval is to be removed.

b) **Lack of credit facilities:-** The customers in majority of the stores were not satisfied with the denial of credit facilities. The store authorities should be formulating appropriate schemes to grant credit, on the security of trade deposits collected from the customers.

c) **Lack of purchase rebate:** The member-customers of major stores revealed that they are not getting any purchase rebate as members of the store.

d) Absence of home delivery of the goods: One of the reasons for the preference assigned to private shops is the home delivery made by these shops. The consumer cooperatives should collect purchase orders from customers over telephone and goods should be delivered at home.

Summary and Conclusion

- It is found that most of the respondents (87.3 per cent) fall under the male category.
- It is observed that most of the consumers' respondents (47.6 per cent) are of the 41-50 years age group.
- It was understood that a significant portion of the respondents (60.76 per cent) have fully satisfied with essential consumer products distributed by the concerned cooperative societies.
- The study clearly indicated that the concerned consumer cooperative societies are rendering the valuable services to the entire community at minimum cost.
- The study understood that the majority of the respondents are not receiving right quantity and quality.
- It could be noted that among the six factors goods are not distributed in correct quantity and price is the most important problem faced by the respondents.

Consumer cooperatives play a significant role in protecting the consumers from the clutches of middlemen and contribute great part in the development of the country. Based on the analysis, the researcher concludes as here under: Majority of the members was not satisfied with the products supplied by the society due to inadequate quantity, improper time of distribution, right place etc. It is captured that the inadequate provisions supplied by the government to cooperatives, and salesman sold the provision through block market and Government control over the cost of commodities supplied by the societies and lack skilled salesman is also the problems of societies.

Suggestion

- The female participation and educational status of the members in the study area were less. Therefore, cooperative promotion offices and Government of Tamil Nadu have to disseminate necessary information to the public for strengthening female membership.
- The cooperative promotion office and respective cooperative societies should establish a special committee to look after the quality, quantity, price and time of distribution of goods by the consumer cooperative society.

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FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR

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Abstract

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc.. and is influenced by cultural trends as well as his social and societal environment. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy, a marketing message (Unique Value Proposition) and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its customers and increase sales.

Keywords: - Consumer, Behavior, Culture, Buyer Culture, Sub-culture, and Social Class.

Introduction

A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc.. and is influenced by cultural trends as well as his social and societal environment. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy, a marketing message (Unique Value Proposition) and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its customers and increase sales. Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. DJMcCortandNaresh & KMalhotra have defined culture as the complex whole that includes knowledge, belief art, laws, morals, customs and any other capabilities and habits acquired by humans as members of society. Culture operates primarily by setting somewhat loose boundaries for individual behavior within a society and by influencing the functioning of different institutions such as family and mass media etc. The boundaries set by culture on behaviors are referred to norms derived from cultural values and are the rules permitting or prohibiting certain types of behaviors in specific situations. Culture not only influences consumer behavior but also reflects it. D K Tse and R W Belk believes that cultures are not static but evolve and change slowly over time. Marketing strategies are unlikely to change cultural values but marketing does influence culture.

The Review of Literature

Dennis W Rook (1985) has written about the various dimension of consumer behaviour. The article also highlighted the relative importance of various factors of consumer behaviour. Lise Heroux and Nancy J Church (1992) have justified the behaviour changing of consumer on the occasion of wedding anniversary and gift giving rituals. David M Potter (1954) presented the situation of consumers with diverse nature and ambitions. Cyndee Miller(1995) has described the 80 different natures of women as a purchaser in different capacities. Kate Fitzgerald(1994) has

described the role of life style in deciding the consumer behaviour factor. David C McClelland(1961) has described the behavioural consumption of customer. Ramesh Venkat and Harold J Ogden(1995) has described the contribution of social classification in consumer behaviour pattern. Rober A Nisbet(1970) has stressed that social bond plays a very important in deciding the consumer behavioural status. Deborah Bosanko(1994) has given the situations that working women play an important role in deciding role in culture of consumer behaviour. Eric Holl Reiser (1995) has given the description that club play an important role in developing a consumer culture. The advertising age(1995) has given the reasons for developing different consumer images. Jeffery D Z bar(1995) has presented the seen of different society within the country culture. Leon E Wynter(1994) specified the role of group effect in deciding the purchasing behaviour of consumer. Kari Van Hoof(1994) has mentioned the group differences play an important role in deciding the consumer behaviour. Judy Cohen(1992) has different between different community system about the purchasing system. Chad Rubel (1995) has decided that behaviour of market play an important role in deciding the consumer behaviour. Helen Mundell(1994) suggested that age plays an important role for deciding the consumer behaviour. Maxine Wilkie(1995) has advocated that Demographic plays a vital role for deciding the culture of consumer. Adweek's Marketing week(1994) has given the seen of vanishing culture of housewives and replacement by working wives.

Factors Influencing Consumer Buying Behavior

Consumer such as social, cultural, personal and psychological. The explanation of these factors is given below. Consumer s buyer behavior is influenced by four major factors:

- 1) Cultural,
- 2) Social,
- 3) Personal,
- 4) Psychological.

These factors cause consumers to develop product and brand preferences. Although many of these factors cannot be directly controlled by marketers, understanding of their impact is essential as marketing mix strategies can be developed to appeal to the preferences of the target market. When purchasing any product, a consumer goes through a decision process. This process consists of up to five stages: Stage 1: problem recognition, Stage 2: information search, Stage 3: evaluation of alternatives, Stage 4: purchase decision Stage 5: post purchase behaviour. The length of this decision process will vary. A consumer may not act in isolation in the purchase, but rather may be influenced by any of several people in various roles. The number of people involved in the buying decision increases with the level of involvement and complexity of the buying decision behaviour.

Cultural Factors

Culture is crucial when it comes to understanding the needs and behaviors of an individual. Basically, culture is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries. Throughout his existence, an individual will be influenced by his family, his friends, his cultural environment or society that will teach him values, preferences as well as common behaviors to their own culture. For a brand, it is important to understand and take into account the cultural factors inherent to each market or to each situation in order to adapt its product and its marketing strategy. As these will play a role in the perception, habits, behavior or expectations of consumers.

Sub-Cultures

A society is composed of several sub- cultures in which people can identify. Subcultures are groups of people who share the same values based on a common experience or a similar lifestyle in general. Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions. For example in recent years, the segment of ethnic cosmetics has greatly

expanded. These are products more suited to non-Caucasian populations and to types of skin pigmentation for African, Arab or Indian populations for example. It's a real brand positioning with a well-defined target in a sector that only offered makeup products to a Caucasian target until now (with the exception of niche brands) and was then receiving critics from consumers of different origin. Brands often communicate in different ways, sometimes even create specific products (sometimes without significant intrinsic difference) for the same type of product in order to specifically target an age group, a gender or a specific sub-culture. Consumers are usually more receptive to products and marketing strategies that specifically target them.

Social Classes

Social classes are defined as groups more or less homogenous and ranked against each other according to a form of social hierarchy. Even if it's very large groups, we usually find similar values, lifestyles, interests and behaviors in individuals belonging to the same social class. Every society possesses some form of social class which is important to the marketers because the buying behavior of people in a given social class is similar. In this way marketing activities could be tailored according to different social classes. Some studies have also suggested that the social perception of a brand or a retailer is playing a role in the behavior and purchasing decisions of consumers. In addition, the consumer buying behavior may also change according to social class. A consumer from the lower class will be more focused on price. While a shopper from the upper class will be more attracted to elements such as quality, innovation, features, or even the social benefit that he can obtain from the product.

Cultural trends

Cultural trends or Bandwagon effect are defined as trends widely followed by people and which are amplified by their mere popularity and by conformity or compliance with social pressure. The more people follow a trend, the more others will want to follow it. For example, Facebook has become a cultural trend. The social network has widely grown to the point of becoming a must have, especially among young people. It is the same with the growth of the tablet market. Tablets such as i-Pad or Galaxy Tab have become a global cultural trend leading many consumers to buy one.

Social Factors

It includes groups (reference groups, aspirational groups and member groups), family, roles and status. This explains the outside influences of others on our purchase decisions either directly or indirectly. Social factors are among the factors influencing consumer behavior significantly. They fall into three categories: reference groups, family and social roles and status.

Reference Groups and Membership Groups

The membership groups of an individual are social groups to which he belongs and which will influence him. The membership groups are usually related to its social origin, age, place of residence, work, hobbies, leisure, etc. Reference groups have potential in forming a person attitude or behavior. The impact of reference groups varies across products and brands.

For example if the product is visible such as dress, shoes, car etc then the influence of reference groups will be high. Reference groups also include opinion leader (a person who influences other because of his special skill, knowledge or other characteristics). More generally, reference groups are defined as those that provide to the individual some points of comparison more or less direct about his behavior, lifestyle, desires or consumer habits. They influence the image that the individual has of himself as well as his behavior. Whether it is a membership group or a non-membership group.

Because the individual can also be influenced by a group to which he doesn't belong yet but wishes to be part of. This is called an aspirational group. This group will have a direct influence on the consumer who, wishing to belong to this group and look like its members, will try to buy the same products. For example, even if he doesn't need it yet, a surfing beginner may want to buy advanced brands or products used by experienced surfers (aspirational group) in order to get closer to this group. While a teen may want the shoe model or smart phone used by the group of popular

guys from his high school (aspirational group) in order to be accepted by this group. Some brands have understood this very well and communicate, implicitly or not, on the social benefit provided by their products. Within a reference group that influences the consumer buying behavior, several roles have been identified:

The initiator: The person who suggests buying a product or service

The influencer: The person whose point of view or advice will influence the buying decision. It may be a person outside the group (singer, athlete, actor, etc..) but on which group members rely on.

The decision-maker: The person who will choose which product to buy. In general, it's the consumer but in some cases it may be another person. For example, the leader of a soccer supporters group (membership group) that will define, for the whole group, which supporter's scarf to buy and wear during the next game.

The buyer: The person who will buy the product. Generally, this will be the final consumer.

Family

The family is maybe the most influencing factor for an individual. It forms an environment of socialization in which an individual will evolve, shape his personality, acquire values. But also develop attitudes and opinions on various subjects such as politics, society, social relations or himself and his desires. Buyer behavior is strongly influenced by the member of a family.

Therefore marketers are trying to find the roles and influence of the husband, wife and children. If the buying decision of a particular product is influenced by wife then the marketers will try to target the women in their advertisement. Here we should note that buying roles change with change in consumer lifestyles. For example, if you have never drunk Coke during your childhood and your parents have described it as a product full of sugar and not good for health. There is far less chance that you are going to buy it when you will grow up than someone who drinks Coke since childhood.

Social Roles and Status

The position of an individual within his family, his work, his country club and his group of friends etc. All this can be defined in terms of role and social status. A social role is a set of attitudes and activities that an individual is supposed to have and do according to his profession and his position at work, his position in the family, his gender, etc. and expectations of the people around him. Moreover, it is likely that a CEO driving a small car like a Ford Fiesta or a Volkswagen Golf would be taken less seriously by its customers and business partners than if he is driving a German luxury car. And this kind of behaviors and influences can be found at every level and for every role and social status. Again, many brands have understood it by creating an image associated with their products reflecting an important social role or status.

Personal Factors

It includes such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self concept. These may explain why our preferences often change as our 'situation' changes. Decisions and buying behavior are obviously also influenced by the characteristics of each consumer.

Age and way of Life

A consumer does not buy the same products or services at 20 or 70 years. His lifestyle, values, environment, activities, hobbies and consumer habits evolve throughout his life. Age and life-cycle have potential impact on the consumer buying behavior. Family life-cycle consists of different stages such as young singles, married couples, unmarried couples etc which help marketers to develop appropriate products for each stage. For example, during his life, a consumer could change his diet from unhealthy products (fast food, ready meals, etc.) to a healthier diet, during mid-life with family before needing to follow a little later a low cholesterol diet to avoid health problems.

The family life cycle of the individual will also have an influence on his values, lifestyles and buying behavior depending whether he is single, in a relationship, in a relationship with kids, etc. as well as the region of the country and the kind of city where he lives (large city, small town, country side, etc.) For a brand or a retailer, it may be interesting to identify, understand, measure and analyze what are the criteria and personal factors that influence the shopping behavior of their customers in order to adapt.

Lifestyle

The lifestyle of an individual includes all of its activities, interests, values and opinions. The lifestyle of a consumer will influence on his behavior and purchasing decisions. For example, a consumer with a healthy and balanced lifestyle will prefer to eat organic products and go to specific grocery stores, will do some jogging regularly etc.

Personality and Self-Concept

Personality is the set of traits and specific characteristics of each individual. It is the product of the interaction of psychological and physiological characteristics of the individual and results in constant behaviors. It materializes into some traits such as confidence, sociability, autonomy, charisma, ambition, openness to others, shyness, curiosity, adaptability, etc. While the self-concept is the image that the individual has or would like to have of him and he conveys to his entourage. For example, since its launch, Apple cultivates an image of innovation, creativity, boldness and singularity which is able to attract consumers who identify to these values and who feel valued in their self-concept by buying a product from Apple.

Occupation

The occupation of a person has significant impact on his buying behavior. For example a marketing manager of an organization will try to purchase business suits, whereas a low level worker in the same organization will purchase rugged work clothes.

Economic Situation

Consumer economic situation has great influence on his buying behavior. If the income and savings of a customer is high then he will purchase more expensive products.

- a) **Lifestyle:** Lifestyle of customers is another important factor affecting the consumer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by customer interests, opinions, activities etc and shapes his whole pattern of acting and interacting in the world.
- b) **Personality:** Personality changes from person to person, time to time and place to place. Therefore it can greatly influence the buying behavior of customers. Actually, Personality is not what one wears; rather it is the totality of behavior of a man in different circumstances. It has different characteristics such as: dominance, aggressiveness, self-confidence etc which can be useful to determine the consumer behavior for particular product or service.
- c) **Psychological Factors:** It affecting our purchase decision includes motivation (Maslow's hierarchy of needs), perception, learning, beliefs and attitudes. Other people often influence a consumer's purchase decision. The marketer needs to know which people are involved in the buying decision and what role each person plays, so that marketing strategies can also be aimed at these people. Among the factors influencing consumer behavior, psychological factors can be divided into 4 categories: motivation, perception, learning as well as beliefs and attitudes.
- d) **Motivation:** Motivation is what will drive consumers to develop a purchasing behavior. It is the expression of a need which became pressing enough to lead the consumer to want to satisfy it. It is usually working at a subconscious level and is often difficult to measure. The level of motivation also affects the buying behavior of customers. Every person has different needs such as physiological needs, biological needs, social needs etc. The nature of the needs is that, some of them are most pressing while others are least pressing. Therefore a need becomes a motive when it is more pressing to direct the person to seek satisfaction. Motivation is directly related to the need and is expressed in the same type of classification as defined in the stages of the consumer buying decision process. To increase sales and encourage consumers to purchase, brands should try

to create, make conscious or reinforce a need in the consumer's mind so that he develops a purchase motivation.

- e) **Perception:** Perception is the process through which an individual selects, organizes and interprets the information he receives in order to do something that makes sense. The perception of a situation at a given time may decide if and how the person will act. Selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. There are three different perceptual processes which are selective attention, selective distortion and selective retention. In case of selective attention, marketers try to attract the customer attention. Whereas, in case of selective distortion, customers try to interpret the information in a way that will support what the customers already believe.
- f) **Selective Attention:** The individual focuses only on a few details or stimulus to which he is subjected. The type of information or stimuli to which an individual is more sensitive depends on the person. For brands and advertisers successfully capture and retain the attention of consumers is increasingly difficult. For example, many users no longer pay any attention, unconsciously, to banner ads on the Internet. This kind of process is called Banner Blindness. The attention level also varies depending on the activity of the individual and the number of other stimuli in the environment. For example, an individual who is bored during a subway trip will be much more attentive to a new ad displayed in the tube.
- g) **Selective Distortion:** In many situations, two people are not going to interpret an information or a stimulus in the same way. Each individual will have a different perception based on his experience, state of mind, beliefs and attitudes. Selective distortion leads people to interpret situations in order to make them consistent with their beliefs and values. For brands, it means that the message they communicate will never be perceived exactly in the same way by consumers. Studies have shown that the perception and brand image plays a key role in the way consumers perceived and judged the product. Several experiments have shown that even if we give them the same product, consumers find that the product is or tastes better when they have been told that it's from a brand they like than when they have been told it's a generic brand.
- h) **Selective Retention:** People do not retain all the information and stimuli they have been exposed to. Selective retention means what the individual will store and retain from a given situation or a particular stimulus. As for selective distortion, individuals tend to memorize information that will fit with their existing beliefs and perceptions. For example, consumers will remember especially the benefits of a brand or product they like and will forget the drawbacks or competing products advantages.
- i) **Learning:** Learning is through action. When we act, we learn. It implies a change in the behavior resulting from the experience. The learning changes the behavior of an individual as he acquires information and experience. For example, if you are sick after drinking milk, you had a negative experience, you associate the milk with this state of discomfort and you learn that you should not drink milk. Therefore, you don't buy milk anymore. Rather, if you had a good experience with the product, you will have much more desire to buy it again next time. The learning theories can be used in marketing by brands.
- j) **Beliefs and Attitudes:** A belief is a conviction that an individual has on something. Through the experience he acquires, his learning and his external influences (family, friends, etc..), he will develop beliefs that will influence his buying behavior. Customer possesses specific belief and attitude towards various products. Since such beliefs and attitudes make up brand image and affect consumer buying behavior therefore marketers are interested in them. Marketers can change the beliefs and attitudes of customers by launching special campaigns in this regard.

Stages of the Consumer Buying Process

Six Stages to the Consumer Buying Decision Process (For complex decisions). Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all 6 stages, determined by the degree of complexity.

The 6 Stages are

1. **Problem Recognition** (awareness of need) difference between the desired state and the actual condition. Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat.

2. Information search

* Internal search, memory.

* External search if you need more information. Friends and relatives (word of mouth).

Marketer dominated sources; comparison shopping; public sources etc. A successful information search leaves a buyer with possible alternatives, the evoked set. Hungry, want to go out and eat, evoked set is Chinese food, Indian food, burger etc.

3. Evaluation of Alternatives: Need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. May decide that you want to eat something spicy, Indian gets highest rank etc.

4. Purchase decision: Choose buying alternative, includes product, package, store, method of purchase etc.

5. Purchase: May differ from decision, time lapse between 4 & 5, product availability.

6. Post-Purchase, Evaluation--outcome: Satisfaction or Dissatisfaction. Cognitive Dissonance, have you made the right decision. This can be reduced by warranties, after sales communication etc. After eating an Indian meal, may think that really you wanted a Chinese meal instead.

Types of Consumer Buying Behavior

The four type of consumer buying behavior are:

Routine Response/Programmed Behavior: Buying low involvement frequently purchased low cost items; need very little search and decision effort; purchased almost automatically. Examples include soft drinks, snack foods, milk etc.

Limited Decision Making: Buying product occasionally. When you need to obtain information about unfamiliar brand in a familiar product category, perhaps. Requires a moderate amount of time for information gathering. Examples include Clothes--know product class but not the brand.

Extensive Decision Making/Complex high involvement: Unfamiliar, expensive and/or infrequently bought products. High degree of economic/performance/psychological risk. Examples include cars, homes, computers, education. Spend a lot of time seeking information and deciding.

Impulse buying: No conscious planning.

Conclusion

For a successful consumer oriented market service provider should work as psychologist to procure consumers. By keeping in mind affecting factors things can be made favorable and goal of consumer satisfaction can be achieved. Study of consumer buying behavior is gate way to success in market. From the above discussion we are clear that each and every society has a culture of its own. Culture is not only diverse but also unequal, but is found in societies throughout the world. The impact of culture on society is profound. Culture provides the background of important human factors such as motivations, personality attitude, family and social class etc. it offers order, direction, and guidance to its members in all phases of life. Culture sets somewhat groups transmit cultural, sub - cultural, cross - cultural norms or boundaries for individual behavior within a society and influence the functioning of other institutions such as family and mass media etc. Members of society obey cultural norms without deliberation because behaving otherwise is viewed as unnatural.

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A STUDY ON WOMEN ENTREPRENEURSHIP DEVELOPMENT THROUGH SELF HELP GROUP

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*Just a bird could not fly with its one wing only; a nation would not march forward if women
were left behind*

- Swami Vivekanand

Abstract

This conceptual paper indicates and emphasizes the women entrepreneurs as the potentially emerging human resource in the 21st century. The primary objective of this paper is to find out the status of women entrepreneurs in India and the challenges faced by them. This paper includes rationale grounds behind the women entrepreneurship and also to study the characteristics of Women Entrepreneurs in India. Another main purpose of this study focused on the Role of Self Help Groups in Women Entrepreneurship Development and also to understand meaning, origin and features of SHG. On the basis of this study some suggestions and conclusions are given to encourage spirit of women entrepreneurship and helping them to become a successful entrepreneur.

Keywords: *Women entrepreneurship, Challenges, Reasons, Characteristics, Role of SHGs,*

Introduction

Rural women in India constitute 77 percent of the female population. For long time women had been deprived of any status in the society. Women's traditional skills tended become obsolete and they were not given equal opportunities with men to acquire modern skills and equipment. The Committee appointed by the government of India to assess the status of women might in India pointed out that over the first 10 years of 20th century, the insignificant economic dependency, illiteracy, lack of skill, and lack of access to training. In this context one of the best ways to women empowerment is the functioning of Self Help Groups. Self help is not a new concept in India. Starting from Mahatma Gandhi, Jayaprakash Narayan many leaders have preached and practiced Self Help.

Objectives and Research Methodology 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 explore the Status of women entrepreneurs in India.
2. To find the Challenges faced by women entrepreneurs.
3. To find out the Reasons for Women to Become Entrepreneurs.
4. To study the characteristics of Women Entrepreneurs in India.
5. To study the Role of Self Help Groups in Women Entrepreneurial Development
6. To draw suggestions and conclusions.

Women Entrepreneurship

Women entrepreneurship is the process where women organize a business or industry and provide employment opportunities to others. Women entrepreneurs can engaged in both unorganized and organized sectors. The Definition given by Govt. of India about women entrepreneurship, "An enterprise owned and controlled by a Women and having a minimum financial interest of 51% of the capital & giving at least 51 % of the employment generated in the enterprise to Women". In India only 8 percent of the small scale-manufacturing units are run

exclusively by women entrepreneurs which is proportionately very small as compared to others developed and developing countries. In USA about 50 percent of the business is owned by women.

Status of Women Entrepreneurs in India

Entrepreneurship is considered as one of the most important factors contributing to the development of society. India has been ranked among the worst performing countries in the area of women entrepreneurship in gender-focused global entrepreneurship survey, released in July 2013 by PC maker Dell and Washington based consulting firm Global Entrepreneurship and Development Institute (GEDI). Of the 17 countries surveyed India ranks 16th, just above Uganda. Countries like Turkey, Morocco and Egypt have outperformed India. Status of higher education in women in India came out to be lower than most countries in the world. At present, women's entrepreneurial role is limited in the large scale industries and technology based businesses. But even in small scale industries, the women's participation is very low. As per the third all-India census of Small Scale Industries, only 10.11% of the micro and small enterprises were owned by women, and only 9.46% of them were managed by women. While the number of women operating their own business is increasing globally, women continue to face huge obstacles that stunt the growth of their businesses, such as lack of capital, strict social constraints, and limited time and skill.

Challenges Faced by Women Entrepreneurs

Entrepreneurship is a herculean task which is fraught with struggle, entailing both risk and effort. No one can truly understand the triumphs, trials and tribulation of entrepreneur other than the person involved. While women have to go through the same stages of setting up an enterprise and do men, and have similar challenges, irrespective of gender, women do have a distinct set of factors that first impede their entry as entrepreneurs, and later their survival as successful business women. In women entrepreneurial abilities are not always approved by their family, workloads are exhausting with the double burden of taking care of home and family, as well as earning livelihood, women have lack of access to resources, raw materials, new technology and markets, then women enter into competition with less knowledge and training than their male counterparts.

Reasons for Women to become Entrepreneurs

Self esteem, recognition, Self determination, and career goal are the key drivers for choosing to entrepreneurship by women. Sometimes, women choose such career path for proving their potential, caliber in order to achieve self satisfaction. However, dismal economic conditions of the women arising out of unemployment in the family and divorce can compel women into entrepreneurial activities. The days have gone when women always passed her whole life within the boundaries of house now women are found indulged in every line of business. The entry of women into business in India is an extension of their normal home activities. But with the spread of education and passage of time women started shifting from doing work at home or kitchen to the business venture. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. 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 growing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

Characteristics of Women Entrepreneurs in India

The following important characteristics of women entrepreneurs in India are:

1. Management and Control: A woman or a group of women manages the whole business of enterprise. She prepares various plans and executes them under her own supervision and control. There may be some persons to help her but ultimate control lies with the woman.

2. Employment to Women: A woman entrepreneur must provide at least 51 percent of the employment generated in her enterprise to women.

3. Risk-taking: Risk means uncertainty. It is the condition of not knowing the outcome of an activity. A woman entrepreneur takes calculated risk. She faces uncertainty confidently and assumes risk. She has to tie up capital and wait for good returns. A woman entrepreneur likes to take realistic risks because she wants to be a successful entrepreneur.

4. Good organizer: The most critical skill required for industrial development is the ability of building a sound organization. A woman entrepreneur assembles, co-ordinates, organizes and manages the other factors namely land, labor and capital. She obtains factors of production from the society and supplies them finished product.

5. Self confidence: It is essential to be a self confident for a woman entrepreneur. She should have faith in herself and in her abilities. She should have the confidence to implement the change and overcome any resistance to change. A woman entrepreneur should have courage to own the mistakes and correct them.

6. Decision-maker: The main function of a woman entrepreneur is to make decision. She takes various decisions regarding the activities of her enterprise. She decides about the type of business to be done and the way of doing it. A woman entrepreneur must be clear and creative in decision making process.

7. Visionary: A woman entrepreneur is one who incubates new ideas, starts her enterprise with these ideas and provides added value to society based on their independent initiative.

8. Hard worker: A distinguishing feature of a woman entrepreneur is the willingness to work hard. She has to follow the principle, "Hard-work is the key to success".

9. Achievement oriented: A woman entrepreneur is an achievement oriented lady, not money hungry. She works for challenge, accomplishment and service to others. Achievement orientation is a derive to overcome challenges, to advance and to grow.

10. Optimistic: A woman entrepreneur must be optimistic. She should approach her venture with a hope of success and attitude for success rather than with a fear of failure. The positive thinking of woman entrepreneur can turn the situation favorable to her.

11. Technically competent: The success of an enterprise largely depends upon the ability of woman entrepreneur to cope with latest technology. Technical competency refers to the ability to devise and use the better ways of producing and marketing goods and services.

12. Bold and brave: Women entrepreneurs face the adversities boldly and bravery. She has faith in herself and attempts to solve the problems even under great pressure.

13. Mentally sound: A woman entrepreneur is energetic, single-minded, having a mission and a clear vision. She should be a lady of creative thinking and analytical thinking. She must be intelligent, adaptable and problem solver.

14. Leadership: Leadership quality is one of the most important characteristic of a woman entrepreneur. It is the process of influencing and supporting others to work enthusiastically towards achieving objectives.

Entrepreneurship Development of Women through SHG

Strength and weakness, both are the different sides of the same coin. Hence, all involved group members of SHG must realize that they all work with their own individual strengths and weaknesses. No one should be blamed for ones weakness i.e. all SHG members are equally responsible for success and failure of their entrepreneur. Self-help group can take a lead in any of the income generating activities by which group members can get employment and enhance their family socio-economic status. The group provides a platform to women for income generation with co-operative and mutual helping attitude.

Self- Help Group

The definition of SHG as approved by National Bank For Agriculture and Rural Development [NABARD] the apex banking body in India, is “An SHG is a small, economically homogeneous and affinity group of rural poor voluntarily formed to save and mutually agree to contribute common fund to be lent to its members as per group decision for their socio-economic development”. As the name indicates, self-help group is an informal group of about 15-20 people from a homogeneous class, who come together for addressing their common problems. Group itself becomes a base to convey necessities and sort out social economical problems of their group members. Main aim of SHG is to make group members self sufficient and self reliant [independent] by self-employment and empowerment through group dynamics.

Origin of SHGs

The Origin of Self-Help Group can be traced is from Grameen bank of Bangladesh, which was founded by Mohamed Yunus. SHGs were started and formed in 1975 (Gunasekaran, 2010). In India, NABRAD initiated in 1986-87. In Tamilnadu, Chinnapillai an illiterate women live in Parparanpatti, Madurai District, initiated the feed bank of SHGs in the stats, she was honored by the former Prime Ministers of India, honorable Atal Bihari Vajpayee, for forming a group and nurtured saving habits, among the illiterate women in the village.

Features of SHG

A well functioning SHG should have following structural features:-

1. The number of members should between 10-20
2. Members should be between 21 to 60 years of age.
3. Member should live in the same village
4. Only one member per family to be covered in the SHG.
5. All the members should belong to the same socio-economic strata of society.
6. Rotational leadership should be encouraged for the distribution of power and to provide leadership opportunities to all the members.
7. Member should regularly attend meetings, save money and participate in all activities voluntarily.
8. The procedure of decision-making in SHG should democratic in nature.
9. The group frames rules and regulations, which are required in its effective functioning.
10. Transparency in account keeping and accounts should be maintained and updated regularly.
11. An SHG should be socially viable institution.
12. Members should have self interest, adjustable nature and a sense of unity

Role of SHGs in Women Entrepreneurship Development

The self-help groups empower women and train them to take active part in the socio-economic progress of the nation and make them sensitized, self-made and self disciplined. The SHGs have inculcated great confidence in the minds of rural women to succeed in their day-to-day life. SHGs enhance the quality of status of women as participants, decision makers and beneficiaries in the democratic, economic, social and cultural spheres of life. The SHGs bring out the capacity of women in molding the community in right perspective and explore the initiative of women in taking the entrepreneurial ventures. SHGs also organize women to cope with immediate purposes depending on the situation and need. Participation of women in SHGs makes a significant impact on the empowerment in social aspect also. Participation helps women come out in open and discuss their problems. It also helps to bring about awareness among rural women about savings, education, health, environment, cleanliness, family welfare, social forestry, etc. Researches also reveal that increased participation of women in decision making at all level will help to adjust the goals pursued through development. Empowerment should be extremely induced so that women can exercise a level of autonomy. There should also be ‘self empowerment’ so that women can look at their own lives. The process of ‘learning by doing and earning’ would certainly empower rural women. More and more rural women need to be involved in self-employment. Self-employment in agriculture, village and small industries and retail trade and services should be

expanded. Self-employment is also conducive to the development of individual initiative and entrepreneurial talent and offers greater personal freedom. The added advantage is that the institution of family remains undisturbed. The emergence of self-help groups in this context is a welcome development. The groups would provide a permanent forum for articulating their needs and contributing their perspectives to development.

Self-help group should be developed as an institution for financial intermediation as well as people's network rather than a vehicle for credit disbursal only. Self Help Group is able to overcome most of the practical problems encountered in the implementation of the various income generating programmes for the economic empowerment of women. SHGs have also been organized during last decade under various programmes of the government, e.g.- District Poverty Eradication Programme, Aapni yojna, Development of Women and Children in Rural Areas, Krishi Vigyan Kendra, etc. The number of SHGs existing at present in the country is estimated to be about 2,60,000. Out of these; about 90 percent are women group. The cumulative number of SHGs linked to the bank till March 2002 is 4,61,478 and to the tune of 10,263 million rupees has been advanced to the SHG for income generating activities [NABARD,2002]. As per the report of NABARD, SHG bank linkage programme has benefited 4 million families, covering an estimated 20 million very poor people during 2001-2002. The SHGs are a viable alternative to achieve the objectives of rural development and to get community participation in all rural development programmes. The possible outcomes of women's entrepreneur through SHGs at household level are self employment, sustainable livelihoods, enhanced social dignity and better status of women. SHG would lead to benefits not only to the individual women and women's groups but also for the family and community as a whole through collective action for development. Empowerment is not just for meeting their economic needs but also for more holistic social development.

Suggestions

It has been found in the study that there is only one factor i.e. skill training programmes provided by the SHGs to women has put more significant impact upon the Women Entrepreneurship Development. NGO's has to made attention towards the other factors to promote entrepreneurship. Government should help the women by providing them the ways to promote their small scale businesses. Here are some suggestive measures, to solve the problems confronted by them and for running their enterprise smoothly.

- Proper technical education to the women and opening of women development cells.
- Improvement of identification mechanism of new enterprise.
- Assistance in project formulation and follow up of training programmes.
- Credit facilities, financial incentive and subsidies.
- Adequate follow-up and support to the women enterprises.
- Women Enterprises research and application from time to time have to be documented.

Conclusions

According to the study it has been observed that Women are very good entrepreneurs, and prefer to choose the same as they can maintain work life balance. Self Help Group is an important tool which helps the rural women to acquire power for their self supportive life and nation building efforts. The empowerment of women through SHGs would lead benefits not only to the individual women but also for the family and community as whole through collection action for development these SHGs have collection action. Empowering women is not just for meeting their economic needs but also more holistic social development. The SHGs empower women and train them to take active part in socio-economic progress of the nation. Pandit Jawaharlal Nehru said, "To awaken the people, it is women who must be awakened; once she is on the move, the family moves, the village moves and nation moves." Now the women are awakened by the self help groups.

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A STUDY ON CHALLENGES AND ISSUES OF WOMEN EMPOWERMENT IN INDIA

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Abstract

This paper attempts to analyze the status of Women Empowerment in India and highlights the Issues and Challenges of Women Empowerment. Today the empowerment of women has become one of the most important concerns of 21st century. But practically women empowerment is still an illusion of reality. We observe in our day to day life how women become victimized by various social evils. Women Empowerment is the vital instrument to expand women's ability to have resources and to make strategic life choices. Empowerment of women is essentially the process of upliftment of economic, social and political status of women, the traditionally underprivileged ones, in the society. It is the process of guarding them against all forms of violence. The study is based on purely from secondary sources. The study reveals that women of India are relatively disempowered and they enjoy somewhat lower status than that of men in spite of many efforts undertaken by Government. It is found that acceptance of unequal gender norms by women are still prevailing in the society. The study concludes by an observation that access to Education, Employment and Change in Social Structure are only the enabling factors to Women Empowerment.

Key Words: *Women Empowerment, Education, Health, Socio-Economic Status. Crimes against women, Policy implications.*

Introduction

Women empowerment refers to increasing the spiritual, political, social, educational, gender or economic strength of individuals and communities of women. Women's empowerment in India is heavily dependent on many different variables that include geographical location (urban / rural) educational status social status (caste and class) and age. Policies on Women's empowerment exist at the national, state and local (Panchayat) levels in many sectors, including health, education, economic opportunities, and gender based violence and political participation. However there are significant gap between policy advancements and actual practice at the community level. Empowerment of women is essentially the process of upliftment of economic, social and political status of women, the traditionally underprivileged ones, in the society. It is the process of guarding them against all forms of violence. Women empowerment involves the building up of a society, a political environment, wherein women can breathe without the fear of oppression, exploitation, apprehension, discrimination and the general feeling of persecution which goes with being a woman in a traditionally male dominated structure. Women constitute almost 50% of the world's population but India has shown disproportionate sex ratio whereby female's population has been comparatively lower than males. As far as their social status is concerned, they are not treated as equal to men in all the places. In the Western societies, the women have got equal right and status with men in all walks of life. But gender disabilities and discriminations are found in India even today. The paradoxical situation has such that she was sometimes concerned as Goddess and at other times merely as slave.

Review of Literature

H. Subrahmanyam (2011) compares women education in India at present and Past. Author highlighted that there has a good progress in overall enrolment of girl students in schools. The terms empower means to give lawful power or authority to act. It is the process of acquiring some activities of women.

M. Bhavani Sankara Rao (2011) has highlighted that health of women members of SHG have certainly taken a turn to better. It clearly shows that health of women members discuss among themselves about health related problems of other members and their children and make them aware of various Government provisions specially meant for them.

Doepke M. Tertilt M. (2011) Does Female Empowerment Promote Economic Development? This study is an empirical analysis suggesting that money in the hands of mothers benefits children. This study developed a series of non cooperative family bargaining models to understand what kind of frictions can give rise to the observed empirical relationship.

Duflo E. (2011) Women's Empowerment and Economic Development, National Bureau of Economic Research Cambridge The study argues that the inter relationships of the Empowerment and Development are probably too weak to be self sustaining and that continuous policy commitment to equality for its own sake may be needed to bring about equality between men and women.

Sethuraman K. (2008) The Role of Women's Empowerment and Domestic Violence in child Growth and under nutrition in a Tribal and Rural Community in South India. This research paper explores the relationship between Women's Empowerment and Domestic Violence, maternal nutritional status and the nutritional status and growth over six months in children aged 6 to 24 months in a rural and tribal community. This longitudinal observational study undertaken in rural Karnataka. India included tribal and rural subjects.

Venkata Ravi and Venkatraman (2005) focused on the effects of SHG on women participation and exercising control over decision making both in family matters and in group activities.

Objectives of the Study

- To know the need of Women Empowerment.
- To assess the Awareness of Women Empowerment in India.
- To analyze the Factors influencing the Economic Empowerment of Women.
- To study the Government Schemes For Women Empowerment.
- To identify the Hindrances in the Path of Women Empowerment.
- To offer useful Suggestions in the light of Findings.

Research Methodology

This paper is basically descriptive and analytical in nature. In this paper an attempt has been taken to analyze the empowerment of in India. The data used in it is purely from secondary sources according to the need of this study.

Crime against Women

The crimes against women fly directly against orchestrating Women Empowerment in India. A report on the crimes against Women by the National Crime Records Bureau comes up with alarming statistics. The Crime Head Wise details of reported crimes during the year 2009 to 2013 along with percentage variation are presented in Table 1;

Table 1: Crime Head - Wise Incidents of Crime against Women during 2009-2013 and Percentage Variation in 2013 over 2012

Sl. No.	Crime Head	Year					Percentage Variation in 2013 over 2012
		2009	2010	2011	2012	2013	
1.	Rape (Sec. 376 IPC)	21,397	22,172	24,206	24,923	33,707	35.2
2.	Kidnapping and abduction (Sec. 363 to 373 IPC)	25,741	29,795	35,565	38,262	51,881	35.6
3.	Dowry Death (Sec. 302 / 304 IPC)	8,383	8,391	8,618	8,233	8,083	-1.8
4.	Cruelty by husband or his relatives (Sec. 498-A IPC)	89,546	94,041	99,135	1,06,527	1,18,866	11.6
5.	Assault on women with intent to outrage her modesty (Sec. 354 IPC)	38,711	40,613	42,968	45,351	70,739	56.0
6.	Insult to the modesty of women (Sec. 509 IPC)	11,009	9,961	8,570	9,173	12,589	37.2
7.	Importation of girl from foreign country (Sec. 366-B IPC)	48	36	80	59	31	-47.4
A.	Total IPC crime against Women	1,94,832	2,05,009	2,19,142	2,32,528	2,95,896	27.3
8.	Commission of Sati Prevention Act, 1987	0	0	0	0	0	0.0
9.	Immoral Traffic (Prevention) Act, 1956	2,474	2,499	2,435	2,563	2,579	0.6
10.	Indecent Representation of Women (P) Act, 1986	845	895	453	141	362	156.7
11.	The Dowry Prohibition Act, 1961	5,650	5,182	6,619	9,038	10,709	17.9
B.	Total SLL crime against Women	8,969	8,576	9,507	11,742	13,650	16.2
	Total (A+B)	2,03,804	2,13,585	2,28,649	2,44,270	3,09,546	26.7

A total of 2,44,270 Incidents of Crime against Women (both under IPC and SLL) were reported in the country during the year 2012 as compared to 2,28,649 in the year 2011 recording an increase of 6.4% during the year 2012. These crimes have continuously increased during 2008-2012 with 1,95,856 cases in the year 2008. 2,03,804 cases in 2009 and 2,13,585 cases in 2010 and 2,28,650 case in 2011 and 2,44,270 cases in the year 2012. The proportion of IPC crimes committed against women towards total IPC crimes has increased during the last 5 years from 9.2% in the year 2009 to 11.2% during the year 2013. Variations are presented in table 2;

Table 2 Proportion of Crime against Women (IPC) Towards Total IPC Crimes

Sl. No.	Year	Total IPC Crimes	Crime Against Women (IPC) Cases	Percentage to Total IPC Crimes
1.	2009	21,21,345	2,03,804	9.2
2.	2010	22,24,831	2,13,585	9.6
3.	2011	23,25,575	2,28,649	9.4
4.	2012	23,87,188	2,44,270	10.2
5.	2013	26,47,722	3,09,546	11.2

Present Situation of Women

New Delhi: Being equal to their male counterparts is still a far cry for Indian women. Not only are they marginal as public figures average Indian women can hardly call the shots at home or outside. In 2012, women occupied only 8 out of 74 ministerial positions in the union council of ministers. There were only 2 women judges out of 26 judges in the Supreme Court and there were only 54 women judges out of 634 judges in various high courts. **Shocking Facts:** According to 2013, UNDP report on Human Development Indicators, all south Asian Countries except Afghanistan, were ranked better for women than India It predicts: an Indian girl child aged 1-5 years is 75% more likely to die than the boy child. A woman is raped once in every 20 min and 10% of all crimes are reported. Women form 48% of India's Population, only 29% of the National workforce; only 26% women have access to formal credit.

Why Need of Women Empowerment?

Reflecting into the "Vedas Purana" of Indian culture, women are being worshiped such as LAXMI MAA, goddess of wealth; SARSWATI MAA, for wisdom; DURGA MAA for power. The status of women in India particularly in rural areas needs to address the issue of empowering women. About 66% of the female population in rural area is unutilized. This is mainly due to existing social customs. In agriculture and Animal care the women contribute 90% of the total workforce. Women constitute almost half of the population, perform nearly 2/3 of its work hours, receive 1/10th of the world's income and own less than 1/ 100th the world property. Among the world's 900 million illiterate people, women outnumber men two to one. 70% of people living in poverty are women. Lower sex ratio i.e. 933, the existing studies show that the women are relatively less healthy than men though belong to same class. They constitute less than 1/7th of the administrators and managers in developing countries. Only 10% seats in World Parliament and 6% in National Cabinet are held by women.

Ways to Empower Women

- Changes in women's mobility and social interaction
- Changes in women's labour patterns
- Changes in women's access to and control over resources and
- Changes in women's control over Decision making
- Providing education
- Self employment and Self help group
- Providing minimum needs like Nutrition, Health, Sanitation, Housing
- Other than this society should change the mentality towards the word women
- Encouraging women to develop in their fields they are good at and make a career

Government Schemes for Women Empowerment

The Government programmes for women development began as early as 1954 in India but the actual participation began only in 1974. At present, the Government of India has over 34 schemes for women operated by different department and ministries. Some of these are as follows;

- Women Entrepreneur Development programme given top priority in 1997-98.
- Mahila Samakhya being implemented in about 9000 villages.
- Swayasjdha.
- Swa Shakti Group.
- Support to Training and Employment Programme for Women (STEP).
- Swalamban.
- Crèches/ Day care centre for the children of working and ailing mother.
- Hostels for working women.
- Swadhar.
- National Mission for Empowerment of Women.
- Integrated Child Development Services (ICDS) (1975),
- Rajiv Gandhi Scheme for Empowerment of Adolescence Girls (RGSEAG) (2010).
- The Rajiv Gandhi National Crèche Scheme for Children of Working Mothers.
- Integrated Child Protection scheme (ICPS) (2009-2010).
- Dhanalakahmi (2008).
- Short Stay Homes.
- Ujjawala (2007).
- Scheme for Gender Budgeting (XI Plan).
- Integrated Rural Development Programme (IRDP).
- Training of Rural Youth for Self Employment (TRYSEM).
- Prime Minister's Rojgar Yojana (PMRY).
- Women's Development Corporation Scheme (WDCS).
- Working Women's Forum.
- Indira Mahila Kendra.
- Mahila Samiti Yojana.
- Khadi and Village Industries Commission.
- Indira Priyadarahini Yojana.
- SBI's Sree Shakti Scheme.
- SIDBI's Mahila Udyam Nidhi Mahila Vikas Nidhi.
- NGO's Credit Schemes.
- National Banks for Agriculture and Rural Development's Schemes

The efforts of government and its different agencies are ably supplemented by nongovernmental organizations that are playing an equally important role in facilitating women empowerment. Despite concerted efforts of governments and NGOs there are certain gaps. Of course we have come a long way in empowering women yet the future journey is difficult and demanding.

Status of Women Empowerment

The status of Women Empowerment cannot be visualized with single dimension rather multidimensional assessment in terms of various components of women's life and their status would bring a clear conception. So, this paper tries to give a basic idea about the condition and status of women in terms of employment, education, health and social status. Before going to elaborate separately let us have a quick view of the overall status of women in terms of gender gap index prepared by World Economic Forum in 2012.

Table 3: Details of Gender Gap Index - 2012 (Out of 135 Countries)

Gender Gap sub-Indices	India		Sri Lanka	
	Rank	Score	Rank	Score
Economic Participation and Opportunity	123	0.4588	105	0.5596
Educational Attainment	121	0.8525	108	0.9946
Health and Survival	134	0.9612	1	0.9796
Political Empowerment	17	0.3343	22	0.3151
Overall Index	105	0.6442	39	0.7122

Source: World Economic Forum (2012) Global Gender Gap Index - 2012 The above table clearly depicts the status of low level of attainment of women in the varied field of their attainment. The ranking and scores for India amply proves that it is found in the lower rank even compared to Sri Lanka in all sub-indexes of gender equality. India gained eight places (from 113 ranks in 2011 to 105 rank in 2012) as a result of improvement in the educational attainments and

political empowerment. Keeping aside the Political Empowerment, the other three indices is all above the rank of 100. The Political Empowerment ranks quite high may be due to the 73rd and 74th Constitution amendments of India providing greater opportunity to women to take part in active politics.

Reasons for the Empowerment of Women

Today we have noticed different Acts and Schemes of the central Government as well as state Government to empower the women of India. But in India women are discriminated and marginalized at every level of the society whether it is social participation, political participation, economic participation, access to education, and also reproductive healthcare. Women are found to be economically very poor all over the India. A few women are engaged in services and other activities. So, they need economic power to stand on their own legs on par with men. Other hand, it has been observed that women are found to be less literate than men. According to 2001 census, rate of literacy among men in India is found to be 76% whereas it is only 54% among women. Thus, increasing education among women is of very important in empowering them. It has also noticed that some of women are too weak to work. They consume less food but work more. Therefore, from the health point of view, women folk who are to be weaker are to be made stronger. Another problem is that workplace harassment of women. There are so many cases of rape, kidnapping of girl, dowry harassment, and so on. For these reasons, they require empowerment of all kinds in order to protect themselves and to secure their purity and dignity. To sum up, women empowerment cannot be possible unless women come with and help to self-empower themselves. There is a need to formulate reducing feminized poverty, promoting education of women, and prevention and elimination of violence against women.

Challenges

There are several constraints that check the process of women empowerment in India. Social norms and family structure in developing countries like India, manifests and perpetuate the subordinate status of women. One of the norms is the continuing preference for a son over the birth of a girl child which is present in almost all societies and communities. The society is more biased in favor of male child in respect of education, nutrition and other opportunities. The root cause of this type of attitude lies in the belief that male child inherits the clan in India with an exception of Meghalaya. Women often internalize the traditional concept of their role as natural thus inflicting an injustice upon them. Poverty is the reality of life for the vast majority women in India. It is another factor that poses challenge in realizing women's empowerment. There are several challenges that are plaguing the issues of women's right in India. Targeting these issues will directly benefit the empowerment of women in India

Education

While the country has grown from leaps and bounds since independence where education is concerned. The gap between women and men is severe. While 82.14% of adult men are educated, only 65.46% of adult women are known to be literate in India. The gender bias is in higher education, specialized professional trainings which hit women very hard in employment and attaining top leadership in any field.

Poverty

Poverty is considered the greatest threat to peace in the world, and eradication of poverty should be a national goal as important as the eradication of illiteracy. Due to this, women are exploited as domestic helps.

Health and Safety

The health and safety concern of women are paramount for the wellbeing of a country and is an important factor in gauging the empowerment of women in a country. However there are alarming concerns where maternal healthcare is concerned.

Professional Inequality

This inequality is practiced in employment and promotions. Women face countless handicaps in male customized and dominated environs in Government Offices and Private enterprises.

Morality and Inequality

Due to gender bias in health and nutrition there is unusually high mortality rate in women reducing their population further especially in Asia, Africa and china.

Household Inequality

Household relations show gender bias in infinitesimally small but significant manners all across the globe, more so, in India e.g. sharing burden of housework, childcare and menial works by so called division of work.

Constitutional Provisions for Empowering Women in India

- Equality before law for all persons (Article-14).
- Prohibition of discrimination on grounds of religion, race, caste, sex or place of birth (Article 15(I)).
- However, special provisions may be made by the state in favors of women and children Article 15(3).
- Equality of opportunity for all citizens relating to employment or appointment to any office under the state (Article 16).
- State policy to be directed to securing for men and women equally the right to an adequate means of livelihood (Article 39(a); (v) equal pay for equal work for both men and women (Article 39(d)).
- Provisions to be made by the state for securing just and humane conditions of work and maternity relief (Article 42).
- Promotion of harmony by every citizen of India and renouncement of such practices which are derogatory to the dignity of women Article 51A(e).
- Reservation of not less than one-third of total seats for women in direct election to local bodies, viz; Panchayats and Municipalities (Articles 343(d) and 343 (T)).

Findings of the Study

- Globalization, Liberalization and other Socio - Economic forces have given some respite to a large proportion of the population. However, there are still quite a few areas where women empowerment in India is largely lacking.
- There needs to be a sea - change in the mind set of the people in the country. Not just the women themselves, but the men have to wake up to a world that is moving towards equality and equity. It is better that this is embraced earlier than later for our own good.
- There are several Government programmes and NGOs in the Country, there is still a wide gap that exists between those under protection and those not.
- Poverty and illiteracy add to these complications, The Empowerment of Women begins with a guarantee of their health and safety.
- Empowerment of Women could only be achieved if their economic and social status is improved. This could be possible only by adopting definite social and economic policies with a view of total development of women and to make them realize that they have the potential to be strong human beings.
- In order to create a sustainable world, we must begin to Empower Women.

Suggestions

- The first and foremost priority should be given to the education of women, which is the grassroots problem. Hence, education for women has to be paid special attention.
- Awareness programmes need to be organized for creating awareness among women especially belonging to weaker sections about their rights.
- Women should be allowed to work and should be provided enough safety and support to work. They should be provided with proper wages and work at par with men so that their status can be elevated in the society.
- Strict implementation of Programmes and Acts should be there to curb the mal-practices prevalent in the society.

Conclusion

Thus, the attainment in the field of income / employment and in educational front, the scenario of women empowerment seems to be comparatively poor. The need of the hour is to

identify those loopholes or limitations which are observing the realization of empowerment of women and this initiative must be started from the women folk itself as well as more importantly policy initiative taken by the state and society. Let us take the oath that we want an egalitarian society where everybody whether men or women get the equal opportunity to express and uplift one's well being and well being of the society as whole. Women's empowerment is not a Northern concept women all over the world, including countries in South, have been challenging and changing gender inequalities since the beginning of the history. These struggles have also been supported by many men who have been outraged at injustice against women. Women represent half the world's population and gender inequality exists in every nation on the planet. Until women are given the same opportunities that men are, entire societies will be destined to perform below their true potentials. The greatest need of the hour is change of social attitude to women. "When women move forward the family moves, the village moves and the nation moves". It is essential as their thought and their value systems lead the development of a good family, good society and ultimately a good nation. The best way of empowerment is perhaps through inducting women in the mainstream of development. Women empowerment will be real and effective only when they are endowed income and property so that they may stand on their feet and build up their identity in the society. The Empowerment of Women has become one of the most important concerns of 21st century not only at national level but also at the international level. Government initiatives alone would not be sufficient to achieve this goal. Society must take initiative to create a climate in which there is no gender discrimination and women have full opportunities of self decision making and participating in social, political and economic life of the country with a sense of equality.

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WOMEN ENTREPRENEUR WITH SPECIAL REFERENCE EMPOWERMENT

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Introduction

Women constitute almost 50% of the world's population. As per as their social status is concerned, they are not treated as equal to men in all the places, through in the western countries women are treated on par with men in most of the fields, their counterpart in the east suffers from many disabilities. The disabilities on the one hand and the inequalities between men and women on the other, have given rise to what is known "Gender problem". All one the world and particularly in South and East Asia and Africa the gender problem has assumed importance during the recent years the gender issue has become virtually a crucial point of argument. It is now widely believed that empowerment of women i.e., providing equal rights, opportunities and responsibilities to women will go a long way in removing the existing gender discrimination. Women empowerment in contemporary Indian society in forms of their work, education, health and media images in the forms of their work, education, health and media images in the context of lineage, rule of residence and household chores, their context of lineage, rule of residence and household chores, their participation in social and political activities, their legal status in terms of marriage, divorce and inheritance of property Micro entrepreneurs are the owners of small businesses that have fewer than five employees and have start-up costs of less than \$35,000 and annual revenue of less than \$100,000. There are nearly 21.5 million micro entrepreneurs in the U.S. Examples of micro entrepreneurs are owners of bakeries, beauty parlours', child care facilities, repair shops, arts and crafts shops, painting businesses, contracting businesses, family-owned shops, auto body shops-small-scale-restaurants-and-small-inventory-trading-businesses.

Micro entrepreneurs face many hurdles in getting start up financing, and they sometimes lack the skills necessary to manage the financial aspect of their business. As a result, many micro entrepreneurs cannot grow and develop their business beyond a micro enterprise. Various micro enterprise development programs have helped micro entrepreneurs achieve great success and growth. Women empowerment in all walks of life shall bring the necessary balance that is required in nature. It will help in promoting structures which are more inclusive, progressive, creative, constructive and generative in nature and which are in sync with nature.

Meaning

Before thinking about the empowerment of women, one needs to understand the exact meaning of the word empowerment. According to Cambridge English Dictionary empowerment means "to authorize". In the context of the people they have to be authorized to have control over their lives. When applied in the context of development the particular segment of population, the poor, the women, the vulnerable, the weak, the oppressed and the discriminated have to be "empowered" to have control over their lives to better their socioeconomic and political conditions,. But the questions raised are, who empowers them and how to empower them? Ideally speaking no one empowers any one, the best way us 'self empowerment', by the segments of population mentioned above are handicapped both structurally and culturally to empower themselves without any outside help and affirmative action by the State and others. But still as long as these segments of population does not make any effort at self employment. It would be long and arduous task and process for the outsiders to empower them. Women empowerment is understood as a very narrow term in today's world. Women's empowerment should focus on the

holistic manifestation of womanhood and the feminine with a goal to bring a perfect balance between the masculine and the feminine forces of the nature irrespective of gender. Thus women's empowerment should transcend the gender and reach the whole of humanity to establish a matriarchal society based on creative and action.

Women work two-thirds of the world's working hours, according to the United Nations Millennium Campaign to halve world poverty by the year 2015. The overwhelming majority of the labour that sustains life - growing food, cooking, raising children, caring for the elderly, maintaining a house, hauling water - is done by women, and universally this work is accorded low status and no pay. The ceaseless cycle of labour rarely shows up in economic analyses of a society's production and value. Women earn only 10 percent of the world's income. Where women work for money, they may be limited to a set of jobs deemed suitable for women - invariably low-pay, low-status positions. Women own less than 1 percent of the world's property. Where laws or customs prevent women from owning land or other productive assets, from getting loans or credit, or from having the right to inheritance or to own their home, they have no assets to leverage for economic stability and cannot invest in their own or their

Role of Women in Development

The principal of gender equality was recognized in the United Nations Charter in 1945 and the UN Declaration of Human Rights in 1948, the majority of development planners did not fully address the role of women in development process. In 1975, the first UN Conference of Women and Development was held at Mexico city under the motto, "Equality, Development and peace". The need to integrate women into development was internationally proclaimed in the 1995 Beijing Conference. The Economic Survey (1999-2000) used an entire section on gender inequality. It began with a reminder of the commitment made in the ninth plan document of allocating 30 per cent of resources for women's development schemes through "Women's Component Plans". According to Menon and Praha (2001), there was a strong plea for investing in women's equality on the ground that this made economic sense and spoke of "the social rate of return on investment in women" being greater than the corresponding rate for men. According to Paten (2002), women's development can be attained by improving here status and bargaining power in the economy.

Empowering may be understood as enabling people, especially women to acquire and possess power resources, in order to make decision on their own or resist decisions that are made by others that affect them. A person may said to be powerful when he/she has control over a large portion of power resources in society. The extent of possession of various resources such as personal wealth, such as land skills, education, information, knowledge, social status, position held, leadership trains, capabilities of mobilization. The National Policy on Education (1986) suggested certain strategies to empower women. Accordingly, women become empowered through collective reflections and decision making enable them to become agency of social change. The global conference on Women Empowerment (1988),

highlighted empowerment as the best way of making own partners in development the development of women and children in Rural Areas (DWCRA) program was initiated as a sub scheme of the national wide poverty alleviation program i.e., the Integrated Rural Development Program (IRDP). It aims at imparting self-reliance to rural areas through income generating skill s along with group organization skills. Keeping this in view the year 2001 was celebrated as "The Women's Empowerment Year". Human resource development and empowerment of women unlock the door for modernization of society. Instated of remaining as passive beneficiaries, women must become active partner. Participation and control over resources of power are considered as the critical indicators in the process of development discharged women especially in rural areas, possess the least proportion of these resources.

Empowerment

We will now realize the vital importance of the terms such as role, empowerment and function for an understanding of society. These terms tell us how individual and groups organize themselves as well as relate to each other. Very simple, role tells us about what is expected from individuals in a particular situation. Similarly, a role deals with duties and obligations will

empowerment deals with rights. For instance, it is commonly assumed that the most is a woman, a wife a cook, a teacher of her children and daughter-in-law and so on.

"Woman reposes more closely on the central surface of life, while man hunts it in the boundaries of existence, always concerned to overcome, and in the last analysis, to kill. A woman has a secret alliance with eternal life and man with the principle of death. Woman wants to embrace the contradiction of life and to reconcile them in the act of degree so. Man on the other hand releases the tension between opposites by annihilating one of the sides, the one he finds unpleasant. He seeks the solution not in love and reconciliation, but in overcoming and annihilation. He has a militant and not an erotic manner. The male principle borne of isolation, makes solitude thermal, seeks being in itself and disturbs life as a whole his being is battle and self-service, his will to- life is concerned with ascertaining his own person or overthrowing that of the stranger until the motive of salvation kindles within him. Woman with her sustaining constitutions is at one and in harmony with the basis of the world. But man wants to change the world to bring it forward to overcome it".

Society -Development

Contemporary Indian society has been exposed to the broad processes of social transformation, agricultural modernization and economic development, urbanization and globalization. However, these processes have generated regional imbalances, sharpened class inequalities and augmented the gender disparities. Hence, women have become critical symbols of these growing imbalances. All these have affected adversely the various aspects of women's empowerment in the contemporary Indian society. The family and women's work is not enough to say that any society consists of men and women. It is equally important to look at how the two groups of people interact, as well as at the role and exceptions each group has of the other. Such roles and exceptions are a product of the stereotypes of each gender. By gender stereotype we mean attributes and qualities commonly associated with a gender. Thus, the first idea on gender role differences, which a child acquires, is that of women of one's family marrying and leaving their homes to leave with different groups of people. Secondly, men appear to exercise far greater influence in decision making and are far more visible and audible than their wives. Third most of the tasks within the home are done by the mother, grandmother, sisters and so on. At meal times they carry food to the fields for the men. All these tasks, which consume time and energy, are not counted as work and there is no payment involved. In western countries, women's groups, politicians and other concerned individuals have been arguing for payment for house work and childcare. In India, the question of payment for household jobs has not really been an important issue or demand. As we shall see, there are many other issues, which require urgent attention. At the same time, it is important for us to remember that non-payment should not also mean non-recognition. The fact that women are expected to perform all these tasks as a part of their conventional roles and on special merit is awarded to them for these tiring and tiresome jobs.

As per to 1981 figures 19.7 per cent Indian women were recorded as paid workers. Of whom over 87 per cent were in the unrecognized or informal sector of the economy. The work participation rate woman in 1991 and 2001 was 22.3 and 25.7 per cent respectively. The increase in the work participation of women during the decade 1991-2001 is mainly due to the increase in the proportion of marginal workers (6.3 per cent to 11 per cent) in total female work force. It is held by many observation of Indian economy that without women's paid or unpaid labour the Indian agricultural economy would not be able to function. In the informal sector, there is no legal redress for problems; no maternity or other leave benefits and little security of service. Working long hours as domestic servants, stitching clothes for the garment export industry, working on the assembly line of small electronics manufacturing units or the beds, tobacco, cashew nut factories.

Women's Self-Perception

According to Meithei Krishna Raj that though women were concerned about continuing their jobs, they were not looking for better prospects nor have they begun with a long-range carrier strategy. Once in a job, women rarely attempted to acquire further qualifications was by no means clear-cut. T.S. Papola's study of workingwomen, which covered a range from those in

supervisory post in industrial establishments to unskilled workers, showed that women were more different than men in respect of their promotion prospects.

Employer-Attitude

Papa's study showed that women were discriminated against at the time of promotions tended to be crowded into lower status electrical and primary school jobs. They were rarely promoted to executive and supervisory posts.

Working-Conditions

For the majority of working class women, a job is essential. In relation to the limited chances for occupational mobility, when men and women work in the same occupation, female tasks are often the more arduous and time consuming. For instance, in paddy cultivation they spend long hours in sowing, weeding transplanting. In Kerala the extraction of the cashew seed from a corrosive liquid is women's work. Again when both sexes do identical jobs, women often get paid less than man. Protests are rare, apart from ignorance of legal and other rights; there is a fear of exploitation and sexual harassment by the landlord or contractor.

Traditional-Role-Expectations

Irrespective of social class there is at the level of belief, widespread commitment to the notion that a women's job just not interfere or compete with her primary role of wife and mother. There is also concern with her physical safety and the respectability of the occupation. Clearly, working class families are far less able to ensure circumstances. NGO's SHGs have been working to promote women more viable towards social, political, economic and cultural development micro finance is a significant factor and accessible to small and micro enterprises, socio-economic progress of poor women. Education and training also plays a major role in changing the life of poor women. The several institutions have been extending all types of vocational training, income generating activities and self-employment activities for poor women. Empowerment of women is mainly related to their participation in decision making with regard to raising and distribution of resources i.e., income, investments and expenditures at all levels. Even though the Government of Karnataka has formulated and implemented various schemes of the social economic and overall development of the rural women, when the present position of women is taken into account these schemes do not appear effective in enhancing the confidence and capability of the women.

Conclusion

Empowering the poor women in rural areas to sustain their surrounding ecology is a necessity not only to stave off the ecological degradation but also for the physical survival of poor people. Almost every village in India has what is called "Common Property Resources. Common Property Resources can be defined as "those resources, which are exploited by all people in the village free of cost by expending their labour.

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WOMEN ENTREPRENEURS: THEIR ACHIEVEMENTS AND POWERS

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Abstract

In earlier days women were confined to the four walls of houses and led a protected life. In the present modern society they have come out of the walls and take part in all sorts of activities competing successfully equal to men. This has become possible because of the safeguards, industrialization and urbanization. It has been proved globally that women have been performing exceedingly well in various fields such as education, administration, politics, sports, medicine, aeronautics, trade and industries, social work, transports, science and technology etc. The very fact that the world's largest democracy [India] was headed by a woman, Smt. Indira Gandhi is a big complement to the capacity, caliber and character of women. Thus Women Entrepreneurs are helpful to the society in various departments to economic and social development of our country. The social -economic advancement of a country can best be judged by the status and position, which it can bestow on its women. Despite barriers and obstacles, some women do make it to the top. They exhibit the technical domain in which qualities needed for excellence are generally considered feminine viz., warmth, patience, hard work, sincerity, understanding and sensitivity. They enter the arena where expectations about leadership and management are more compatible with the male stereotype and masculine traits such as forcefulness, decisiveness, risk-taking, problem analysis, negotiating and bargaining. In recent years, women in larger numbers are entering the managerial world, which was the last bastion of male dominance.

Introduction

In earlier days women were confined to the four walls of houses and led a protected life. In the present modern society they have come out of the walls and take part in all sorts of activities competing successfully equal to men. This has become possible because of the safeguards, industrialization and urbanization. It has been proved globally that women have been performing exceedingly well in various fields such as education, administration, politics, sports, medicine, aeronautics, trade and industries, social work, transports, science and technology etc. The very fact that the world's largest democracy [India] was headed by a woman, Smt. Indira Gandhi is a big complement to the capacity, caliber and character of women. Thus Women Entrepreneurs are helpful to the society in various departments to economic and social development of our country.

Women Entrepreneurs

A women or a group of women who initiate, organize and run a business enterprise is defined as women entrepreneur[s]. The Government of India has defined women entrepreneur 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”.

Women entrepreneurs are those women who conceive the idea of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise, undertake risks and manage the economic uncertainty involved in running a business enterprise.

Women's Power

The social -economic advancement of a country can best be judged by the status and position, which it can bestow on its women. One of the most important changes that have taken place in recent times is the growing status of women. Economic factors among others have freed women from the shackles of outworn tradition, prejudice and ignorance. The world of work is undergoing a transformation. Although women are assuming new roles at all levels, women moving into the middle and upper echelons of management are destined to exert considerable influence on

the future of business large have already made dramatic progress in selecting, developing and retaining women executives, especially during the last 20 years. Despite barriers and obstacles, some women do make it to the top. They exhibit the technical domain in which qualities needed for excellence are generally considered feminine viz., warmth, patience, hard work, sincerity, understanding and sensitivity. They enter the arena where expectations about leadership and management are more compatible with the male stereotype and masculine traits such as forcefulness, decisiveness, risk-taking, problem analysis, negotiating and bargaining. In recent years women in larger numbers are entering the managerial world, it was the last bastion of male dominance. Women have already entered and made themselves acceptable in infrastructural services such as technicians, doctors, engineers and pilots. Entry into the managerial cadre is a reality but a difficult process. Many aspiring women have found the doors of the organizations to similarly employ men and deny the opportunity to similarly educated skilled and trained women. One woman management graduate literally gate crashed the interview and demanded that she must be tested on managerial skill, knowledge, attitude and her capabilities. She broke the barriers and got the job.

Functions of Women Entrepreneurs

Similar to men entrepreneurs, women entrepreneurs have to perform all the functions involved in setting up an enterprise such as idea generation and scanning, determination of objectives, project preparation, product analysis, determination of forms of business organization, combination of factors of production etc.

Fredrick Harbin son has listed out the following five functions of a women entrepreneur.

1. Exploration of the prospects of starting a new business enterprise.
2. Undertaking of risks and the handling of economic uncertainties involved in business.
3. Introduction of innovations or imitation of innovations.
4. Coordination, administration and control.
5. Supervision and leadership.

The major entrepreneurial functions can be broadly classified under three categories.

1. Risk bearing,
2. Organization,
3. Innovations.

Women Entrepreneurs: Profile

Woman entrepreneur may be described as a woman of commitment who is independently employed and has a close relationship with her father. After obtaining a graduate degree, she gets married. She enters into the fields of entrepreneurial venture at the age of late 30's or early 40's when her children are somewhat self-sufficient. She is usually from a middle class family and her biggest problem is lack of sufficient business training especially in the financial area. However in the recent years, with increase in literacy level women have gained confidence to do all the work, which was hitherto considered as the prerogative of men. They have shown excellent results and proved that no field is unapproachable to train and determine modern women.

Qualities of a Woman Entrepreneur:

Some of the outstanding qualities of a woman entrepreneur are given below:

Accepts challenges, Adventurous, Ambitious, Conscientious, Full of drive, Educated, Enthusiastic, Determined to excel, Hardworking, Keen to learn and imbibe new ideas, Patient, Experienced, Industrious, Intelligent, Motivated, Perseverance, Skilful, studious, Optimistic.

Psycho - Social Barriers

Though some women entrepreneurs are performing exceedingly well in various fields of activities, the fear of success haunt women in general. Growth of entrepreneurship is impeded by various psycho- social factors.

Some of them are given below.

1. Poor self image of women
2. Inadequate motivation

3. Discriminating treatment
4. Faulty socialization
5. Role conflict
6. Lack of courage and self-confidence
7. Cultural values
8. Inadequate encouragement
9. Lack of social acceptance
10. Unjust social, economic and cultural system
11. Lack of freedom of expression
12. Afraid of failures of criticism
13. Susceptible to negative attitudes
14. Non-persistent attitudes
15. Low dignity of labour
16. Lacking in leadership qualities such as planning, organizing, controlling, coordinating and directing.

Growth and Development of Women Entrepreneurship

The US Bureau of census reported in 1977 that there were only, 7,02,000 businesses that were owned by women. This was only 7.1% of the total business firms in us. However, the number is increasing at a rapid rate. In 1984, according to the Internal Revenue Service, the number of female sole proprietorship was 3.1 million or 22% of all sole proprietorships. The highest number of women is found in laundries, dry cleaning, hair- dressing, private nurseries, hotels etc. In US, the Small Business Administration [SBA], a Government controlled agency provides financial assistance and offers courses in counseling to improve managerial competence among women entrepreneurs.

In India, women are regarded as the “better half of the society”. In reality our society is still a male dominated one. Due to our traditional socio-cultural conventions and taboos, the development of women entrepreneurship is very low in our country. In earlier days, women were engaged in the unorganized sectors like agriculture, handicrafts, handlooms and cottage based industries. The entry of Indian into entrepreneurship is a recent phenomenon.

In the beginning, women entrepreneurship was identified as an extension of kitchen activities and denoted by 3ps namely pickles, powder and pappad. The increase in literacy level and awareness about trade and industries motivated women to shift from 3ps to 3ES namely Engineering, Electronics and Energy. Indian woman gets into the business due to two reasons namely “pull factors” and “push factors”. Pull factors encourage women to have an independent occupation. These factors influence the women entrepreneurs to choose a profession as a challenge and as an adventure with an urge to do something new. Push factors are those, which compel women to take up business enterprises to get over financial difficulties and responsibility is thrust on them due to unfortunate family circumstances.

Tenth Five Year Plan 2002-2007

During the 10th five year plan, women entrepreneurship is considered as specially important to the economic development of our country due to the following reasons.

1. To treat women as specific target groups in all development programmes.
2. To devise and diversify vocational training facilities for women to suit their varied needs and skills.
3. To provide assistance for marketing of products of women entrepreneurs.
4. To involve women in decision- making process.

In India, several institutional arrangements have been made to develop women entrepreneurship. The commercial banks and state financial corporations provide loans to women entrepreneurs on preferential basis and concessional terms. SIDCO and DICs provide loans, subsidies and grants to small-scale women entrepreneurs in preparing project reports, purchasing machinery, training the staff etc. To develop women entrepreneurship the United Nations declared the decade 1975-85 as the decade for women. The UNIDO preparatory meeting on the Role of Woman in Industrialization in Developing Countries held at Vienna in February, 1978, identified several

constraints such as social attitudes, institutional barriers, inadequate employment opportunities, inappropriate and inadequate training, insufficient information and so on which held women back from participating in industrial activities. The world conference of the United Nations Decade for Women held at Denmark in 1980 adopted a programme for promoting women entrepreneurship.

The first National Conference of Women Entrepreneurs held at New Delhi in 1981 recommended the need for development of the country. It also called for priority to women in allotment of land, sheds, sanction of power, licensing, financial assistance etc. National alliance to young entrepreneurs [NAYE] had setup a women's wing in 1975. Three international conferences and 8 National conventions of women entrepreneurs have been organized by NAYE in different cities of India. In 1989, the Industrial Development Bank of India [IDBI] setup the Mahila Udayam Nidhi [MUN] and Mahila Vikas Nidhi [MVN] schemes to help women entrepreneurs. The MUN had provided 15% equity assistance for new units with project cost not exceeding Rs.10 lakhs. The MUN scheme extends aid to voluntary agencies in decentralized industries for training-cum-production centers and management and skill up gradation. The industrial policy Resolution of 1991 emphasized the need for conducting special entrepreneurship development programmes for women. This policy also recommended product and process oriented courses enabling women to start small-scale industries.

The seminar on "Women and Rural Entrepreneurship" held at Madurai Kamaraj University, in 1990 arrived at the following two conclusions and recommendations.

1. Women are not weak but very strong
2. The industrial and business opportunities are many electronics, engineering, plastic injection, moulding, food and allied activities, pharmaceuticals, energy etc.

Centre for entrepreneurship development [CED] at Madurai, is conducting entrepreneurship training programme for women at reputed educational institutions under the sponsorship of SIDBI. The CED has recently taken up a project sponsored by the International Labour Organization [ILO] to provide entrepreneurship training to 2400 mothers of child labourers at Tirupur and Virudhunagar.

Recently, in Tamilnadu, the government had initiated to set up a women's industrial park called 'Tirumullaivoyal Women's Industrial Park' at Ambathur near Chennai. The park is proposed to setup in an area of 218 acres of land. The development plots and industries sheds will be allotted to women entrepreneurs through SIDCO.

In Tamilnadu, entrepreneurship training was given to one-lakh women in 2001-2002 and it has been proposed to give training to 1.25lakh women during the year 2002-03.

The growth of women's education increases their participation in the non-agriculture professions. Women are gradually coming forward to face challenges and assume responsibilities in various fields-economic-social- and political.

The number of women entrepreneurs in the field of engineering and electronics is on the rise. Women entrepreneurs manufacturing solar cookers in Gujarat, small foundries in Maharashtra and T.V. capacitors in Orissa have proved beyond doubt that given the opportunities, they can excel their male counterparts. Case studies of several women entrepreneurs have revealed that women possess a futuristic outlook and the capacity to nurture new enterprises. These case studies highlight the problems faced by women entrepreneurs and steps taken by women entrepreneurs to overcome the various obstacles to succeed in their ventures the active participation of women entrepreneurs is essential in the development of small -scale industry.

Problems of Women Entrepreneurs

The basic problem of woman entrepreneur is being a woman. In many developing countries marriage is treated as the only career for women. Despite the constitutional and legal equality, women suffer from male reservations. This attitude of reservations creates problems at all levels like family support, training, licensing, banking and marketing. Some of the specific problems encountered by women entrepreneurs are listed below.

1. Problem of Finance

Finance is the "life-blood" for any enterprise. The access of women to external sources of funds is limited for the reason that they do not generally own properties on their name. Financial

institutions consider women less credit worthy and discourage women borrowers on the belief that they may leave their business at any time. Under these circumstances the women entrepreneurs are found to rely on their own savings and loans from friends and relatives, which may not be adequate.

2. Scarcity of Raw Material

Most of the women enterprises are suffering from the scarcity of raw materials and inputs besides their high cost. In the purchase of raw material, the middle- men either denies discount or gives the minimum discount to the women entrepreneurs.

3. Stiff Competition

Women entrepreneurs do not have organizational set up and they are not able to spend much money for canvassing and advertisement. They have to face a stiff competition from both organized sector and male entrepreneurs marketing their products.

4. Limited mobility

The mobility of women in India is highly limited due to humiliating attitude of men towards them.

5. Family ties

The main duty of Indian women is to look after the members of their family. This leaves little time and energy to devote to business.

6. Lack of education

In India more than 50% of the women are still illiterate. Lack of qualitative education leads to unawareness of business technology and market knowledge and causes low achievement motivation. It also creates problems for women in setting up and running of business.

7. Male dominated society

Though the constitution of India speaks of equality between sexes, in practice women are treated next to men. This male domination serves as an impediment to the entry of women into business.

8. Low risk bearing ability

Risk bearing is an essential requisite of successful entrepreneur. Most of the Indian women are less educated and economically not independent. This reduces their ability to bear risk involved in running a business. Besides the above problems there are some other problems, which are common to both male and female entrepreneurs. They are inadequate infrastructural facilities, shortage of power, high cost of production, social attitude, low need for achievement and socio economic constraints.

Suggestions for the Development of Women Entrepreneurs

Today there is a greater awareness among women. Educating women is absolutely essential in straightening their personality. The need of the hour is to provide an opportunity in a conducive atmosphere, free from gender differences. Today no field is unapproachable to trained and determined modern women. To make the movement of women entrepreneurship a success, both the government and non-Government agencies have to play a vital role on the following lines.

- Priorities in allotment of industrial estates to women entrepreneurs.
- Adequate training programmes to women including mobile training centers.
- Financial assistance at subsidized interest rate.
- Assistance in marketing of their products by giving preference to their products in Government's purchasing policy.
- A majority of women entrepreneurs are from middle class families with low technical education, but desire to become entrepreneurs. Their potential should be identified and trained.
- One single nodal agency may be established to provide adequate infrastructural facilities such as flow of adequate working capital, technology, electricity, land and marketing facilities.

Women Entrepreneurship in India

In India, marriage is the only career for most women. Even professionally, they have confined their activities to teaching, office work, nursing and medicine. It is rarely that they enter

professions like engineering and business. In 1990, the Indian female population was 437.10 million representing 46.5 percent of the total population. There are 126.48 million women workforce, out of which only 1,85,900 women were self employed. Majority of them are engaged in the unorganized sectors like agriculture, agro based industries. There were 295680 women entrepreneurs of the total 2.64 million entrepreneurs in India during 1995-96. Of this, a majority were concentrated in low paid, low skilled, low technology and low productivity jobs in the rural and unorganized sector. The new industrial policy has stressed the importance of entrepreneurship among women. This would help improve their economic and social conditions. This would help improve their economic and social conditions. This policy has redefined women's units as units in which they have the majority share holdings and management control. In 1996, the department of small -scale industry under the ministry of industry had taken the initiative to train one lakh women entrepreneurs to take up trade related activities.

Women Entrepreneurs in Several Industries

Today we see women entrepreneurs in several industries namely electronics, engineering, readymade garments, eatables, handicrafts, doll making, poultry, plastics, soap, ceramics, printing, nurseries, crèches, drugs, textile designing, dairy, canning, knitting, beauty parlours, jewellers design, solar cooker etc. some other potential areas are bio-technology, information technology, tourism and other service sectors.

“Women entrepreneurs- An exploratory study of Hyderabad” reveals that the motivational factors of self interest and inspiration from others are critical factors that lead one towards successful woman entrepreneur. The challenge and adventure to do something new, liking for business and independent occupation are some of the attractive leverages for women.

Successful Women Entrepreneurs

A selected representatives of successful women entrepreneurs are mentioned here.

Smt. Sumati Moraji - Shipping Corporation

Smt. Sharayu Daftary - Automobile Radiators

Smt. Chandragandhi Govindarajulu - Chandra Textiles, Coimbatore.

Smt. Radha Thiyagarajan-Thiyagarajar Mills, Madurai.

Smt. Ragashree Pathy - Rajashree Group of Companies, Coimbatore.

Smt. Malliga Seenivasan-Tractor and Farm Equipments.

Smt. D. Jayalakshmi Devaraj

Managing Director, Sri Vigneswara Group of Companies, Coimbatore, Smt.D. Jayalakshmi Devaraj was just like any other housewife till June 1983. After the sudden demise of her husband, she took up the challenge of running the industry started by her husband. The total sales of the industry has been raised from 33 lakhs in 1984 to Rs.50 lakhs in 1988. She was the winner of the CODDISSIA award in 1989 for the best woman entrepreneur.

Smt. Rajashree Pathy

Chairperson and Managing Director of Raja Shree Group of Companies, Coimbatore. In 1990, Ms. Rajashree Pathy took on the mantle of the company when her father died. Under her able leadership the Rajashree group has grown to a turn over of Rs.300 crores from 50 crores in 1990. The group has expanded by setting up two new units each in the sugar and textile field apart from automobile retailing business. To upgrade her skills Ms. Pathy underwent a “Owner/president management programme” at Harvard Business School between 1994 -96. She was also selected as one of the members of global leadership for tomorrow Davos, Switzerland. The hallmark of Ms. Pathy's legacy has been optimal utilization of existing facilities and cashing in diversification opportunities.

Ms. Richa Goyal

PATA Award Winner

A young travel and tourism entrepreneur, Richa Goyal received the Faces of the future' award at the 51st Pacific Asia Travel Association's Annual Conference held at New Delhi in January 2002. She was among the 12 young travel professionals selected worldwide. Ms. Goyal is part of the top management team of one of the largest wholesale airline and tourism marketing company.

Conclusion

Even if the women have barriers in the society such as looking after the family, discrimination in sex, they overlook the barriers and stand in the field of entrepreneurship and help the development of the society and improvement of our country. Many women entrepreneurs encounter the problem and equally compete with men and gets success in the field of entrepreneurship. In modern days, women occupy great role in our country and exceed in commercial growth and economical growth. Hence women entrepreneurship have unique place in development of the society in our country.

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SUSTAINABILITY AND INCLUSIVE DEVELOPMENT

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Abstract

Every country achieves a higher level of industrialization in their economies, and benefits from the globalization of markets for industrial goods and services. No one is left behind in benefiting from industrial growth, and prosperity is shared among women and men in all countries. Broader economic and social growth is supported within an environmentally sustainable frame work. The importance for promoting cleaner and resource efficient pathways to production, and the de-coupling of economic growth from environmental degradation, cannot be emphasized strongly enough. We have the technological capabilities for cleaner industrial production today. "Green industry" can be promoted to deliver environmental goods and services. These industries by themselves are a sustainable source for further structural diversification, jobs, income and prosperity. Moreover, committing to sustainable production patterns makes business sense as it reduces wastage of costly resources, and contributes to increased competitiveness. There is also an imperative to increase energy efficiency in industrial production.

Key words: *Economics, Green industry, Production, Environment, Industrial Growth.*

Introduction

Sustainable and Inclusive Development is a complex concept with many dimensions that go far beyond economic growth captured by the GDP statistic. Sustainable development on its own has been defined as development that ensures needs of the present generation without compromising future availability of resources. Since energy inputs represent an important cost of production for industries, clean energy and energy efficiency have progressively become core determinants of economic competitiveness and sustained growth. Demanding to choose between industrial growth and sustainability is therefore the wrong approach. It is the transformation in production processes and business models - going hand-in-hand with the right choice of technologies - that will present the solutions to the daunting environmental challenges of our times.

Sustainable Development

This is the ability of present generations to meet their needs without compromising the future generation's ability to do so. In simpler terms, we should use the resources judiciously, be it water or fossil fuels or something else. As per me, sustainability was aptly defined by the father of our nation, Gandhiji through his quote: "Earth provides enough to satisfy every man's need, not every man's greed".

Inclusive Growth

Inclusive Growth is a concept in economics which implies equitable distribution of economic growth among all the participants in the economy. In simpler words, it implies that even the marginalized should benefit from the impact of economic growth. This concept is important in case of country like India considering the wide disparity in economic status among the population

Review of Literature

(Gupta et al. 2014) These are (a) adopting equity principles to share in development opportunities and benefits; (b) including the knowledge of the marginalized in defining development processes and goals; (c) ensuring a social minimum through a higher level of protection for the most marginalized; (d) targeted capacity building to help the poor benefit

from opportunities since they may not be able to otherwise use such opportunities; and (e) engaging the marginalized in the politics of development governance.

(WWF 2012) Historically, environmental issues focused on single issues like the protection of endangered species. Over time, ecological issues were seen less as single one-off incidents and more as interlocked with development issues. The knowledge that resource exploitation has experienced ‘the great acceleration’ such that we are living beyond our ecological means, confirms that the Earth has entered the geological era of the Anthropogenic see also Boas et al. in this issue.

The Millennium Development Goals and the post-2015 development agenda

- They have had a significant impact on lifting many of the world’s poorest from abject poverty. The reality remains, however, that at their inception in the year 2000, the focus was more towards the development of the social sectors, while ignoring the importance of economic growth as a vital prerequisite to achieve sustainable development.
- It has since been recognized that in order to redress the situation, and to meet the many challenges faced by developing countries, including least developed and middle income countries, the post-2015 development agenda will have to take into account all three dimensions of sustainable development, namely economic growth, social inclusiveness and equity, and environmental sustainability.
- Indeed, this was the core message of the outcome document of the Rio+20 United Nations Conference on Sustainable Development held in June 2012, which tasked Member States with preparing a set of Sustainable Development Goals (SDGs).
- It has been echoed elsewhere, and articulated in such important documents as the new development policy of the EU and the 2012 ECOSOC Ministerial Declaration, as well as the report of the United Nations System Task Team established by the Secretary General of the United Nations in January 2012 to prepare a system-wide vision for a post- 2015 development agenda. The General Assembly is likely to consider new development goals in 2014.
- In order to prepare for this discussion, the Secretary-General appointed a High-level Panel (HLP) on the post-2015 development agenda in July 2012, co-chaired by the President of Indonesia, the President of Liberia, and the Prime Minister of the United Kingdom. The mandate of the HLP included the provision of recommendations on an agenda encompassing the three dimensions of sustainable development.

The Role of Industry in Promoting Sustainable Development

Economic development

In this particular the development of the productive sectors, is the critical driver of enduring poverty reduction. Indeed, it has been the process of economic development that has Industry plays a particularly important role in stimulating economic development and growth because of its transformative impact on production processes and the wealth that it creates through the addition of value to primary resources.

Generation

Industry provides the foundation for entrepreneurship, promotes business investment, fosters technological upgrading and dynamism, improves human skills, creates jobs and establishes the foundation on which both agriculture and services may expand. It is therefore the principal source of employment creation and income generation.

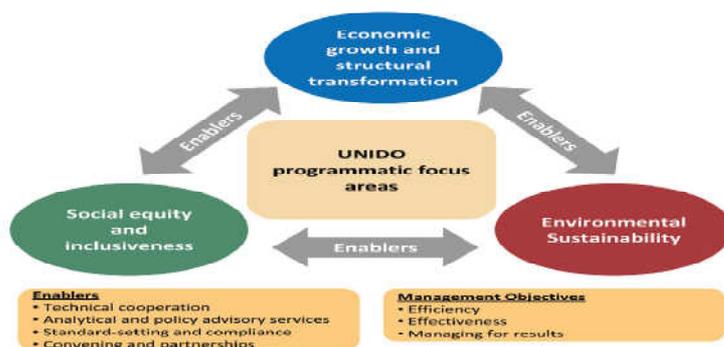
Structural Change

Industrial development is a key factor in bringing about structural change to set the economies of poor countries on the path of sustained economic growth, and lift people out of poverty. Of course, it is widely understood that the industrial development process needs to be pursued in a manner that is compatible with the other two dimensions of sustainable development - i.e. the social and environmental dimensions. This is something that can be done. There are no inherent contradictions in the three dimensions of sustainable development when it comes to

industry - in fact, inclusive and sustainable industrial development is the only solution to meeting the global objectives of eradicating poverty and reducing income disparities while minimizing environmental damage.

The Contribution of UNIDO

- As the primary driver of economic growth and employment creation, productive industrial activities play a central role in poverty reduction. UNIDO, as the specialized agency of the United Nations system mandated to promote inclusive and sustainable industrial development and international industrial cooperation, is well-placed to make a significant contribution to this process.
- Each of the Organization's three mutually reinforcing programmatic focus areas of poverty reduction through productive activities, trade capacity-building, and energy and environment is related to one or more of the three dimensions of sustainable development.
- The developmental interventions undertaken by UNIDO under these programmatic focus areas are designed to have a catalytic and transformative effect on the economic structures of the programme countries, with the aim of promoting economic growth and diversification in a socially inclusive and environmentally sustainable manner. Indeed, the Organization's medium-term programme framework for 2010-2013 specifies equitable growth and sustainability as its principal country-level outcomes.
- In achieving these developmental outcomes, UNIDO draws on four categories of services, or enablers: technical cooperation, analytical and policy advisory services, standard setting and compliance, and convening for knowledge transfer and knowledge networking.
- UNIDO is aware that it can have the greatest impact on the economic growth of the world's



poorer countries and people by teaming up not only with developing countries themselves, but with a range of partners, each of whom contributes their specific strengths and competences. These partners include, inter alia, multilateral and bilateral development organizations, non-governmental organizations, the private sector, and academia.

UNDP works with countries to improve how inclusive development policies and programmes are designed and implemented by:

- Assisting governments in the formulation of development planning strategies and plans, to ensure they incorporate interventions to promote inclusive sustainable development and poverty reduction;
- Providing policy advice and tools to fight exclusion and marginalization in areas such as social protection strategies, job creation, sustainable urbanization, and fiscal policies that stimulate inclusive growth;
- Helping governments to set up comprehensive poverty monitoring and assessment systems - to generate the data and evidence - to inform the design and targeting of effective poverty reduction and sustainable development policies;
- Advocating for an enhanced public investment and economic governance to ensure that everyone has access to vital public services to eliminate exclusion and marginalization;
- Supporting countries with public expenditure and budgeting reviews (social, environmental and gender);
- Advocating for a new Global Partnership for Development - a more favorable international policy environment in areas such as international trade, foreign direct investment (FDI), intellectual property rights, technology transfer and migration; and

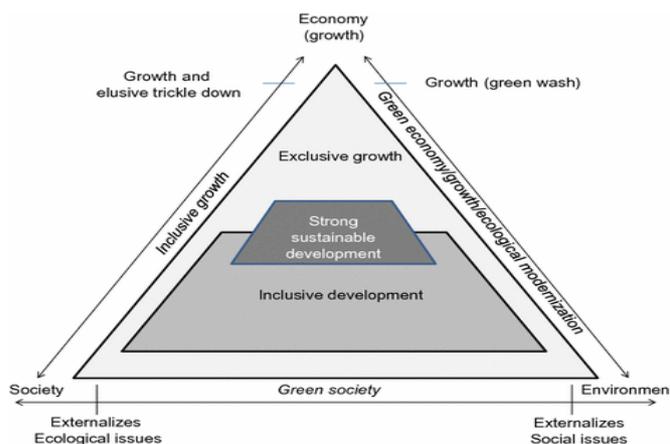
- Enhancing developing country productive capacities, sustainable consumption and production patterns, to better integrate into the global economic system in a way that prioritizes human development and reduces poverty and inequality.

Achieving sustainable and inclusive development

- The truth is that economic growth and human development cannot be sustained if the ecosystems on which we all depend are irreparably damaged. This was firmly established in the projections of the Human Development Report of 2011 which showed that, globally, the effects of environmental degradation and rising inequality threaten to undermine hard won human development gains of the last forty years - especially in the poorest regions.
- The International Energy Agency has warned that we may be fast approaching a tipping point concerning climate change, that is an atmospheric CO2 concentration of 450 parts per million, which correlates to a dangerous global temperature increase of about 2 degree Celsius that is irreversible. Inaction will be catastrophic. There is therefore no other choice but to formulate and implement an integrated and renewed agenda for sustainable and inclusive development.
- This was recognized by world leaders at the UN Conference on Sustainable Development, Rio+20, whose outcome document “The Future we Want,” highlights how environmental protection and economic development are linked, and gives equal emphasis to the social dimension of sustainable development.
- But let me also break this down into three simplified, but distinct arguments for why this is the case - an economic one, a security one, and a moral one.

Three Pillars of Sustainable Development Simultaneously

1. The economic, by creating jobs and livelihoods and stimulating the economy;
2. The social, by lessening the burden of domestic chores on women, and bringing benefits for health status, education, and enabling economic empowerment; and,
3. The environmental, by reducing the reliance on traditional biomass for cooling and heating, reducing deforestation and greenhouse gas emissions.
4. **The relationship between inclusive development and sustainable development**



Economic growth is driven by entrepreneurship, continuous economic diversification, growing trade relations, industrial upgrading and technological innovation.

Evidence proving that industrialization is an effective poverty reduction strategy is not hard to find: Whether we look at the early advances of the European countries, the United States or Japan, or those that caught up with the global trend in the latter half of the 20th century, including the

Republic of Korea, China, and the many other Asian ‘tigers’ and ‘dragons’, it was always industrial development and trade in industrial goods that shaped their successes.

To many developing countries, these successful examples have become role models for effectively lifting large numbers of people out of poverty.

Already, the share of manufacturing value-added created in developing countries has almost doubled in the past 20 years, from 18 percent in 1992 to 35 percent in 2012. The structural transformation that occurs when economies move from a high reliance on agriculture and natural resource extraction to activities that foster local value-addition and related services has a dramatic development impact. It unleashes dynamic and competitive economic forces that generate employment and income, facilitate international trade, and use resources more efficiently. This experience has repeated itself around the world since the original industrial revolution of the mid-18th century.

Conclusion

They are largely focused on technology transfer and scientific solutions and not enough on the need to redefine the growth concept based on the availability of limited eco space and the need to enhance human welfare. Fourth, while relational politics generally received low attention, groundbreaking work by at least mentioning global inequalities, and the need to tax the rich and reform global institutions to create a level playing field. However, in contrast to the other two aspects of inclusive development, relational politics has received the least amount of attention, though the unexpected mention of private sector responsibility and focus on multi-scalar decision-making bodies represents the potential for important changes.

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TASK OF WOMEN ENTREPRENEURS IN INDIA

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Abstract

Entrepreneurship development among women is important for the achievement of broader development objectives such as growth with equity. Studies indicate that many women entrepreneurs are found working in difficult situations when compared to their male counterparts. Factors like political instability, poor infrastructure, high production costs and non-conductive business environment affect women entrepreneurs more than men. Limited access to key resources like land and credit, legal and socio-cultural environment also act as serious impediments. In the era of globalization changing pattern of trade and evolving technologies necessitate skill enhancement that many entrepreneurs in the continent are yet to possess. This paper presents a brief view of the role of women entrepreneurs in the economic development of our country.

Introduction

Economic growth and development of any country are determined by human, physical and financial resources. An economy can move on to higher levels of growth either by acquiring a larger quantum of the factors of production or through technical progress. The objective of any planned development is to develop human resources to their brimming utilization. Therefore, industrialization is one of the ways of bringing about socio-economic development in any country. The economic development of a nation is sparked largely by its enterprising spirit. The characteristic of enterprising emerges from the inter play of behaviour and activity of special segment of the population known as entrepreneurs. For example, India's economy is today poised for a flourishing entrepreneurial activity. It is also known that a healthy business environment is an essential requirement for entrepreneurial growth.

Concept of women Entrepreneurs

Women entrepreneurship has long been associated with concepts such as women empowerment and emancipation. Increasingly, it has also been marketed as crucial for increasing the quality of life of women in the developing world. Further, it has also been encouraged as way of making changes to the status-quo of women in the Muslim world and re-addressing the balance of power within the family unit. The benefits of women entrepreneurship are many and varied and have been researched in great detail in the past. The purpose of this research is to facilitate a discussion on how best to empower women using entrepreneurship. This will in turn help in the marketing of entrepreneurship as a tool for the female empowerment and emancipation.

Women constitute almost 50 per cent of the world population. So the socio-economic participation of women at the international, regional, national and local levels means using significant potential resources more effectively. Moreover, it is noticeable that entrepreneurship development and empowerment are complementary to each other. Women empowerment depends on taking part in various development activities. In other words, the involvement of women in various entrepreneurial activities has empowered them in social, economic, culture and other related fields. It can be understood that women entrepreneurs have been making significant impact in all segments of the economy in the developed countries like Canada, United kingdom, Germany, Australia and the united states, etc., Women entrepreneurs engaged in business due to different push and pull factors which encourage women to have an independent occupation and stands on their own legs. For example, move towards independent decision making on their life and career is the motivational factor behind this urge. In other words, women entrepreneurs are persons who accept challenging roles to meet their personal needs and become economically independent. Besides, 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. The challenges and

opportunities provided to the women of this digital and dynamic era are growing rapidly that the job seekers are turning in to job creators. On the other hand, many women start a business due to some traumatic events, such as divorce, death of bread winner, sudden fall in family income, permanent adequacy in the income of the family etc. The rising number of female business owners is currently a global trend especially in the developing countries. In the advanced market economies, women own more than 25 per cent of all business. Many people argue that women are 'pushed' rather than 'pulled' in to business ownership but recent, but recent studies indicate that many women now actively choose self-employment, especially the younger women. Quite interestingly, women entrepreneurs can significantly contribute to poverty reduction, mobilization of entrepreneurial initiatives and accelerating the achievement of wider socio-economic objectives. However, the contribution of women entrepreneurs depends on their performance, which, in turn, is affected by the underlying facilitators and barriers. Over the past two decades, women entrepreneurs have come to be recognized for their significant contributions to socio-economic development of their respective countries.

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

Role and Contribution of Women Entrepreneurs in India

In India, women dominate the micro enterprise sector both in rural and urban areas. According to the central statistical authority women account for close to 70 per cent of the micro enterprises in India are run by women. However, their participation in small, medium and large enterprises diminishes. Beyond the participating in productive activities such as agriculture, trade and industry, women have multiple roles in society. They participate in productive activities such as agriculture; they are responsible for caring for the family including the preparation of food, health care and education. Women need to balance this different role and therefore they are multitasked, managing their businesses alongside all other roles they are expected to perform. Women account for a larger share of the informal economy operators, as well as those running micro and small enterprises in India .MSME's make a significant contribution to the socio-economic

development of the country by way of supporting the people to earn money and make a contribution to family income, and by supplying basic goods and services for local consumption. However this contribution is not fully recognize or understand, and there is little in the way research or statistics to provide a broader understanding of women's experience as business owners, their contribution to economic development or the challenges they face in setting up, managing and growing their enterprise. Women entrepreneurs are often described as 'survivalist' and dominate the low skill, low capital intensive and often informal and micro business. Women tend to focus on business that is a continuation of their domestic roles, such as the service sector. The potential for the growth of women's enterprises is said to be low and is driven less by entrepreneurial drive than the need for survival. Women comprise 74 per cent of those employed in the micro enterprises sector. More than 65 per cent of all women in cottage\handicraft industries (micro enterprise) were engaged in processing food products and beverages.

Economic Contribution

Women's economic activities contribute directly to growth and efficiency in dealing with informal business problems and poverty reduction is one of the main issues for policy makers

i) Capital Formation

Entrepreneurs mobilize the idle savings of the public through the issue of industrial securities. Investment of public savings in industry results in productive utilization of national resources. The rate of capital formation increases, which is essential for rapid economic growth.

ii) Improvement in Per capita Income

Women entrepreneurs in India have also been exploiting the opportunities the opportunities. They convert the latent and idle resources like land, labour and capital in to national income and wealth in the form of goods and services. They help increase the country's net national product and per capita which are important yardsticks for measuring the economic growth.

iii) Generation of employment

Women entrepreneur in India are playing an important role in generating employment both directly and indirectly. By setting up small scale industries, they offer jobs to people.

Social Contribution

Women entrepreneurs are also contributing towards improving the balanced regional development and improvement of living standards in the country.

i) Balanced Regional Development

Women entrepreneur's in India is to remove regional disparities in economic development. They set up industries in backward areas to avail of the resources concessions and subsidies offered by government.

ii) Improvement in living standards

With the setting up of small scale industries, reduction of scarcity of essential commodities and introducing new products can be achieved. Women entrepreneurs in this country are producing variety of goods on a large scale and offering them at low rates, as a result, achieving improvement in the standard of life.

iii) Innovation

Innovation is the key to entrepreneurship. It implies the commercial application of an invention. As an innovator, the entrepreneur assumes the role of a pioneer and an industrial leader. Entrepreneurs have contributed many innovations in the developing new products and in the existing products and services. All these have resulted in economic development by way of generating employment, more income etc.

Other Contributions

Women entrepreneurs are the main actresses in changing the culture of the society. In our country, women are workaholics and participate outside the house and develop the sense of independence and the like. Thus women entrepreneurs in our country are directly or indirectly

playing an important role in environmental protection, back ward and forward integration and are acting as charge agents, thus contributing to the economic growth of the country.

Conclusion

In the majority of women operate their medium and small enterprises under very adverse conditions. Not only is it difficult for them to find premises, find markets for their products, access information and credit, but they also have limited access to training especially in the rural areas. Their educational levels are low, they are responsible for all the domestic chores and they have to seek permission from their family members to travel to trade fairs or for training, even if they do want to grow their enterprises. Women entrepreneurs need to be better organised in to women entrepreneurs Association which help identify higher potential business opportunities, develop markets for their products, improve product quality and marketing skills, practice good financial management and secure better premises.

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PROBLEMS FACED BY SOCIAL ENTREPRENEURS IN INDIA

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Abstract

Social enterprises are the organizations which aim their efforts toward improving the general welfare of society and they apply market-based strategies to achieve a social purpose. The movement includes both non-profit and for-profit organizations with non-profit organizations using business models to pursue their mission and for-profit organizations incorporating a social agenda into their business model. The focus of the article is to address the growing trends of social entrepreneurs in Indian business including the history of social entrepreneurship in India and the new initiatives taken by various social entrepreneurs. However, many of India's social entrepreneurs continue to struggle as the social venturing landscape lacks appropriate sources of financing, proper regulations, societal recognition and suitable information systems. Therefore, it's the right time for various non-governmental organizations (NGOs), governmental organizations and social entrepreneurs to come forward to encourage further development of social entrepreneurship in India.

Introduction

Social entrepreneurship is a practice that integrates economic and social value creation which has a long heritage and a global presence. The global efforts of Ashoka, founded by Bill Drayton in 1980, to provide seed funding for entrepreneurs with a social vision; the multiple activities of the Grameen Bank, established by Professor Muhammad Yunus in 1976 to eradicate poverty and empower women in Bangladesh and the use of art to develop community programs in Pittsburgh by Manchester Craftsmen's Guild, founded by Bill Strickland in 1968; these are all contemporary manifestations of a phenomenon that finds its historical precedents in the values of Victorian liberalism. Social entrepreneurship is the recognition of a social problem and the uses of entrepreneurial principles to organize create and manage a social venture to achieve a desired social change. While a business entrepreneur typically measures performance in profit and return, a social entrepreneur also measures positive returns to society. Thus, the main aim of social entrepreneurship is to further broaden social, cultural, and environmental goals. Social entrepreneurs are commonly associated with the voluntary and not-for-profit sectors, but this need not preclude making a profit. Social entrepreneurship practiced with a world view or international context is called international social entrepreneurship. Nowadays, the main aim of social enterprises is to generate a profit in order to pursue their social and environmental goals. The profit from a business can be reinvested with an aim to expand its service area for the welfare of the society. Similarly, the profit of a social entrepreneur can also be used to support a social cause, such as funding the programming of a non-profit organization for social purpose. Moreover, a business can accomplish its social aim through its operations by employing individuals from disadvantaged backgrounds or by providing finance to those micro businesses which have difficulties in securing investment from mainstream lenders.

Model of Social Entrepreneurship



Qualities of Social Entrepreneurs

Following are the qualities of social entrepreneurs:

Ambitious

Social entrepreneurs tackle major social issues, from increasing the college enrollment rate of low-income students to fighting poverty. They operate in all kinds of organizations: innovative nonprofits, social-purpose ventures, and hybrid organizations that mix

elements of nonprofit and for-profit organizations.

Mission Driven

Generating social value –not wealth—is the central criterion of a successful social entrepreneur. While wealth creation may be part of the process, it is not an end in itself. Promoting systemic social change is the real objective.

Strategic

Like business entrepreneurs, social entrepreneurs see and act upon what others miss: opportunities to improve systems, create solutions and invent new approaches that create social value. And like the best business entrepreneurs, social entrepreneurs are intensely focused and hard-driving in their pursuit of a social vision.

Resourceful

Because social entrepreneurs operate within a social context rather than the business world, they have limited access to capital and traditional market support systems. As a result, social entrepreneurs must be skilled at mobilizing human, financial and political resources.

Results oriented

Social entrepreneurs are driven to produce measurable returns. These results transform existing realities, open up new pathways for the marginalized and disadvantaged, and unlock society's potential to effect social change.

Social Entrepreneurs in India

Social entrepreneurship is quietly revolutionizing the less privileged sections of India. The break-up of the more prominent social entrepreneurs in India is as under:

- Self-Employed Women's Association (SEWA) started by Ela Bhatt in 1972 provides financial, health, insurance, legal, childcare, vocational and educational services to poor self-employed women, who comprise its members.
- Technology Informatics Design Endeavour (TIDE) run by S Rajagopalan and Svati Bhogle supports the development of financially rewarding and environmentally-friendly methods invented by leading research institutions into thriving enterprises.

Problems for Social Entrepreneurs in India

The positive feedback of success and attention will naturally encourage new entrants, driving more and more effective social entrepreneurial initiatives. Peredo & McLean (2006) indicate that there are nevertheless tremendous hurdles and challenges that many social entrepreneurs face while operating in India and that hinder the entrance of new social entrepreneurial ventures. Some of the major challenges are outlined in the following text.

Lack of Education in Entrepreneurship

Entrepreneurship in India is still encumbered by the traditional educational system of the country. As education is the main source for promoting entrepreneurship in the business sector of the economy, there is still a lack of specific curriculum on entrepreneurship development in the Indian education system. Due to the increasing demand of this sector, currently, the entrepreneurship education is a "new cup of tea" limited to graduates of business schools and management institutes, whereas for other streams of education like the sciences and arts there is not a single course on entrepreneurship in the curriculum. Due to this gap in the Indian education system the country's entrepreneurial sector is still underdeveloped and struggling. Even business schools that have developed curriculum on entrepreneurship are lacking in terms of social entrepreneurship. This lack of social entrepreneurship knowledge presents a major challenge for social enterprises in finding competent and skilled promoters.

Lack of Financial Assistance

Lack of financial sources is a major challenge for the Indian entrepreneur. Generally, the social entrepreneurs run their business with their own funds or by raising funds from the local money lenders at a high rate of interest, which sometimes becomes a financial burden on them. The reason behind this is the bank's avoidance to providing loan facilities for social entrepreneurs

given the various social complications attached with them. Hence the social enterprises have to deal with the challenge of facing a hostile reaction from financial institutions and governments as far as funding is concerned. This forces social entrepreneurs to take, what can be, a more difficult path of approaching venture capitalist and philanthropic Organizations.

Social and Cultural Effect

In India, the social and cultural perception of social entrepreneurship sometimes becomes challenge for social entrepreneurs in running their business activities. As in the case of Water Health International, the major focus of this social venture was to awaken the people about various water diseases and how they can be cured, but people were still skeptical about how, and why, WHI is providing the purified water at such a low cost. This impression shows the lack of knowledge or foresightedness of the local community indistinguishing a social business from abnormal profit-driven business.

Lack of Government support

Lack of government support is a major hindrance for social business development in India. Currently, the government is not providing any kind of assistance for promoting these social cause ventures. The government's policies and regulations for social entrepreneurs are very complex and strict, with no tax incentives or subsidies being provided for a social business, the combination of which acts as major impediment to the growth of social businesses in India.

Lack of Skilled Manpower

Social enterprises have to get competent manpower from a variety of sources; professionals, volunteers, laborers and community participants. To align the motives of all these groups with the long term growth of the organization is a challenge for the founders. In order for social enterprises to fulfill their mission in a holistic manner they must typically employ manpower from the underprivileged sector of the society, leading to increased training and developmental cost as these people are typically uneducated and unskilled. Social entrepreneurs in India face a variety of challenges and problems in their day to day operations and while many of them have come a long way in meeting these challenges, there remains a long journey ahead in terms of satisfying their social mission.

Conclusion

Social entrepreneurship has emerged to a greater extent and is well appreciated. The bottom of the pyramid is getting benefitted due to social entrepreneurship. The social entrepreneur needs to be innovative, socially aware and ready to take risk. There are many challenges faced by the social entrepreneurs like conveying the business idea, working remotely, getting fund, government approval, competition from others, acquiring technologies, promoting awareness and getting skilled workers. The economy has been witnessing rapid growth since the onset of liberalizations from 1991 onwards. Unfortunately social and environmental problems of the country are increasing year after year which necessitates the extensive application of multidisciplinary approaches and entrepreneurial energy in the social and environmental sectors. With changes in technology and increasing competition, social entrepreneurs have to become more dynamic. Some suggestions for Indian social entrepreneurs in achieving their objectives are as under: Social entrepreneurs should help higher education institutes in India in developing curriculum that create social entrepreneurship habits in their students so that high quality managers and promoters can be produced. Social ventures should educate the consumer and set market standards by following network approach. This may increase demand for their products. Regional disparities or imbalance should be removed by the growth of social entrepreneurship in the country. Balancing the growth of social entrepreneurship in the country can solve the social problem of large population and health of the country.

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A STUDY ON CONSUMER BEHAVIOUR IN ONLINE RETAILING IN MADURAI

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Introduction

Non-store retailing started to steal business from traditional retailers in the United States of America during 1970s, Rosenberg, L.J, and Hirschman, E.C in their visionary article written nearly 34 years ago predicted that brick and mortar retail stores in America will be vanished in the near future. This prediction came at a time when internet was not invented. With the arrival of internet few of decades later, it is unavoidable that online shopping would become an alternative way for purchasing goods (Laohapensang, O, 2009). Today companies use the Internet to convey, communicate and disseminate information, to sell products, to take feedback and also to conduct satisfaction surveys with customers (Shergill, G.S. and Chen, Z 2005).

Keywords: consumer behaviour, online retailing

Drivers of Growth of Internet Market and Online Retailing

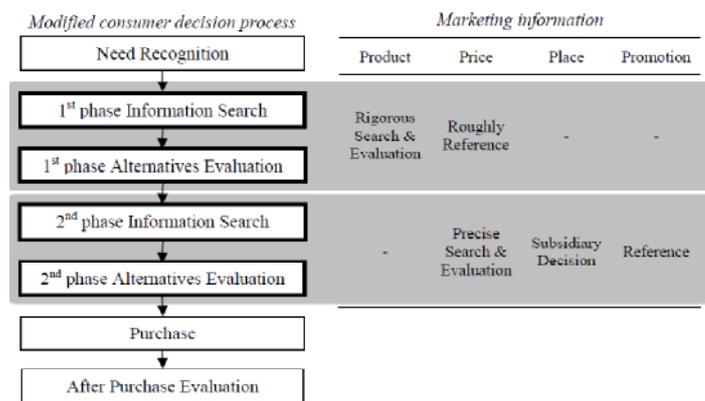
Ramamoorthy S and Ramkumar D have identified the following factors as the important drivers behind the online retail boom.

1. The improvements in navigation software and search engines enable an enjoyable and exhilarating experience.
2. The quality and quantity of content provided by companies is improving every day
3. Arrival of reputed companies, who are hitherto in brick and mortar mode have created a lot of interest among consumers
4. Cash on delivery mode of payment offered by online retailers is drawing more and more new customers to the net.
5. The assortment of products offered by some online retailers is astonishing
6. Heightened competition across categories have forced marketers go search for unconventional avenues and online retailing is a promising one.
7. Online buying is a panacea for plethora of problems like changing lifestyle, endless traffic, parking problems and novice salesperson.

On Line Buying - Consumer Decision Process

Online buying behaviour is the process of buying products or services through the Internet. Depending on their experience, skill or cultural background, consumers are likely to evidence differing perceptions, attitudes and behaviour in online contexts (Kuhlmeier, D. and Knight, G, 2005). Purchasing from online stores can be considered as a choice between the internet and traditional stores, it is reasonable to assume that consumers will go with the channel that has the lower transaction cost (Singh, N., Kumar, V. and Baack, D, 2005). Resources on the Internet have definitely altered the traditional consumer decision process. Information search and alternatives evaluation performed by consumers tend to be two phased; Product and price information are emphases of consumers in the two phases respectively, as well as product evaluation and channel selection are undertaken within each phase (Chun-An Chen, 2009). In the modified model, the focus of the first phase is the search and evaluation performed by consumers on product-related information, such as brand, design, function, and evaluation. Consumers meticulously search for and evaluate products, while only normally referring to price to ensure the products are within their budgets. Though, modest importance is placed on information concerning channel and promotion. The following figure illustrates the modified consumer decision process for online buying

Figure 1 - Modified Consumer Decision Process - Online buying



Source: Chun - An Chen, 2009

Online Shopping vs. Traditional Shopping

Shopping behaviour does not necessarily follow traditional consumer behaviour in the bricks-and-mortar retailing environment. Table present a comparison between online shopping and the traditional shopping.

Traditional Shopping	Online Shopping
Salesclerk service	Product descriptions, information pages, gift services, search function, clerk on the phone/e-mail.
Sales promotion	Special offers, online games and lotteries, links to other sites of interest, appetizer information
Store window displays	Home page
Store atmosphere	Interface consistency, store organization, interface and graphics quality.
Aisle Products	Featured products on hierarchical levels of the store
Store layout	Screen depth, browse and search functions, indices, image maps.
Number of floors in the Store	Hierarchical levels of the store
Number of store entrants and store outlets/branches	Number of links to a particular online retail store
Checkout cashier	Online shopping basket and/or order form
Look and touch of the merchandise	Limited to image quality and description, potential for sound and video applications
Number of people entering the store	Number of unique visits to the online retail store

Source: Loshe and Spiller (1999)

Methodology

The study was conducted in Madurai city during September 2016, Data was collected from a convenience sample of 100. The target respondents of the study are residents of Madurai city, who have made some online purchase in the past six months.

Findings

In India online retailing, initially was popular in India in categories like railway ticket booking and travel related services. With the growth of online retailers like flipkart, ebay, jabong, and others online shopping has become very common activity in across India. Courier persons speeding on roads with flipkart delivery bags are a common sight to every day across cities and towns in India. Still in the \$500 billion Indian retail segment, the online segment’s contribution is less than 0.50%. So, it is a long road ahead for online retailing in India.

The major factors that drive the customer opt for online buying when is convenience and price is the major driving factors. Most of the respondents report that the price of electronic products is low in online because there is no intermediary.

Conclusion

The online shopping is becoming a trend among Indians as they experience it is more comfortable, time saving and convenient. When consumers make a purchase online, they are affected by various factors, including price, trust, and convenience. Price is much lower on the online stores compared to brick and mortar shops. Intermediaries, physical storage, etc. are not present in online stores thus it can assist its clients with reasonably priced merchandise. The ease and comfort provided by these stores for 24x7 have made very easy shopping for consumers worldwide.

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A STUDY ON EMPOWERMENT OF RURAL WOMEN THROUGH MICRO ENTREPRENEURSHIP

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Abstract

Empowerment of rural women has emerged as an important issue in today. The economic empowerment of rural women is being regarded these days as a very popular sign of progress for a country, hence the issue of economic empowerment of women is a paramount importance to the Economists, Political thinkers, Social scientists and economic reformers. Self Help Groups (SHGs) have smoothened the way for economic independence for rural women. The members of Self Help Groups are involved in Micro entrepreneurship. Through that Rural Women are becoming economically independent and providing employment opportunities to others in the nation. Basically, this article deals with empowerment of rural women through micro entrepreneurship and the roll of micro entrepreneurship among the rural women. Economic empowerment of rural women led to development of family, community, society, state and nation therefore it is very necessary to give keen of our attention over empowerment of women in the rural area for the real development of our country in all spheres. Women's entrepreneurship contributes to the economic well-being of the family and communities and also reduces poverty. It ensures country's economic growth and development. The empowerment of women to a large extent depends on taking part in some development activities. Therefore the promotion of micro and small scale enterprises has been recognized as an important strategy for advancing the economic empowerment of women. At the household level, women's microenterprises and small scale businesses play an important role in ensuring the survival of poor household and in building up women's confidence, skills and socio economic status. However it is seen that women are the most deprived category in the society specifically in developing countries.

Key Words: *Empowerment, Entrepreneurship, Micro enterprise, Rural Women and Self Help Groups.*

Introduction

The empowerment of rural women generally refers to the process of improving the quality of life and the economic wellbeing of women living in relatively isolated and sparsely populated areas. According to the census of India, 2011, the population of India is more than 1.21 billion and out of it 72.20% population belongs to the rural area. Women constitute nearly 50 per cent of population, perform two thirds of the work and produce 50 per cent of food commodities consumed by the country. They earn one third of remuneration and own 10 per cent of the property or wealth of the country. Women are regarded as the "better half" of the society and at par with the men. But unreality, our society is still male dominated and women are not treated as equal partners both inside and outside the four walls of the house. In fact they are treated as weak and dependent on men. As such Indian women enjoy an unfavorable status in society. Especially Rural Women in India constitute 77.00 per cent of the female population They share abundant responsibility and perform a wide spectrum of duties in running the family, maintaining the house hold activities like rearing, feeding, attending to farm labour, tending domestic animals and the like, even then they suffer from being both economically and socially invisible. Within the framework of democratic policy, our laws, development policies, plans and programmes have aimed at women's advancement in different spheres

Entrepreneurship plays an eminent role in creating an employment opportunity for rural communities, providing self-employment for those who have started-up a business of their own and enhancing the economic status of the rural sector as well. Now women are also interested to establish their own business as professionally both in the urban and rural areas due to overcome poverty, generate family income and increasing Standard of living. In this regard Faley (1999) argued that women's development is not nearly about reducing poverty by increasing productivity, but also about women's liberation and empowerment. So it is necessary to empower women socially, economically and technologically to enable them to stand in society on their own with

confidence. It includes both controls over resources and ideology, greater self-confidence and an inner transformation of one's consciousness that enables one to overcome external affairs (Sharma & Varma, 2008). In today's competitive world, there are various ways by which women get themselves empowered. Entrepreneurship development and income generating activities are a feasible solution for empowering women who leads to economic independence, the opportunity to have control over their lives, self-reliance, self-determination, and a way to achieve for themselves. Bisht & Sharma (1991) argued that the entrepreneurship of women is considered to be an effective instrument to the economic development and empowerment of women. Considering this need the government of India has begun the process of empowering women through various national policies and developmental programmers and organizing women in Self Help Groups. The Self Help Groups (SHGs) is an organization of rural poor; particularly of women for the empowering women by providing micro credit to undertake the entrepreneurial activity.

Rural Women and Entrepreneurship

The emergence of rural women entrepreneurship and their contribution to the national economy is quit noticeable in India. The numbers of women entrepreneurs have grown over a period of time, especially in late 20th century. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investment, finding a niche in the global market, creating an extensive employment for others and setting the trend for other women entrepreneurs in the organized sector. While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are. Therefore women entrepreneurs are needed to be studied separately for two more reasons. First, women entrepreneurs have been recognized during the last decade as an important unexploited source of economic growth as they creating new jobs for themselves and others and also by being different. They also provide the society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. Secondly, women entrepreneurs have been neglected largely both in society in general and in the social sciences as well. 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. Hence, women can effectively undertake both the production and processing oriented enterprises. Entrepreneurship development among rural women helps to enhance their personal capabilities and increase decision making status in the family and society as a whole.

Status of Women Entrepreneurship in India

The concept of "Women entrepreneurship" is becoming a global phenomenon and in India it became prominent in the latter half of the eighties. Now women's entrepreneurship has been recognized as an important untapped source of economic growth. In India it is estimated that women entrepreneurs presently comprise about 10% of the total number of entrepreneurs with the percentage growing every year. If the prevailing trends continue, it is likely that in another five years women will comprise 20 % of the entrepreneurial force. Even though women own around 10% of the total enterprises in the small sector, the gross output of these units is just 3.5% of the total output of the SSI sector. In contrast, in developed countries such as United States, women own nearly 91 lakh small businesses and the number of women-owned start-ups is going at nearly twice the rate of their male counterparts. India has 397 million workers, 123.9 million are women, 106 million are in rural areas, 18 million are in urban areas, only 7% of India's labour force is in the organized sector; 93% is in unorganized sector.

Review of Literature

Several studies have been made on women entrepreneurs with reference to various countries and in India. Some studies dealt on methodological issues and some on empirical analysis. The researcher has tried to review the following: Nachimuthu & Gunatharan (2012) conducted study on 350 women entrepreneurship in Tamilnadu to measure the strength of SHGs and other form of enterprises in empowering women. Results indicated that women entrepreneurs in SHGs are more empowered than other (Non SHG) entrepreneurs. Sharma, Dua & Hatwal (2012) examined

the impact on women empowerment through micro entrepreneurship development and SHGs. They argued that micro finance play a vital role in the success of SHGs. Margaret and Kala (2013) studied on the significant impact of NGOs on the empowerment and development of the women beneficiaries. They argued that the demographic variables age, education, monthly income and years of affiliation influence the level of empowerment of the women.

Kirankere & Subrahmanya (2013) argued that Self Help Groups (SHGs) are successful in the empowerment of women through entrepreneurial finance to rural women entrepreneurs. According to him the SHGs had major impact on social and economic life of rural women.

Singh, Thakur & Gupta (2013) studied on roll of micro entrepreneurship among the rural women. They argued that Micro enterprise is an effective instrument of social and economic development of rural youth. It also helps to generate employment for a number of people and is best tool for rural women as it enables them to add to the family income.

Objectives of the Study

- To know the role of Self Help Groups (SHG) in empowering women.
- To know about the micro enterprises for rural women and its areas of development.
- To know the advantages of micro enterprise in building women empowerment.
- To know the impact of entrepreneurship development in women empowerment.

Scope of the Study

This study would be of great help to the implementing agencies to bring necessary improvements in the self-help groups for attaining the overall improvement of women. The knowledge on these aspects could be used to develop strategies to motivate self-help group members for their enhanced participation in the group. Further the study would highlight the role and importance of micro enterprises in women empowerment.

Methodology of the Study

Research design: The nature of the study is both exploratory and descriptive. It is exploratory as the study aims at identifying the significance of women empowerment through entrepreneurship.

Sources Data: The study is based on secondary data. The data is collected from books and literature review is done by online available studies and journals.

Self Help Group

The definition of SHG as approved by National Bank For Agriculture and Rural Development [NABARD] the apex banking body in India, is “An SHG is a small, economically homogeneous and affinity group of rural poor voluntarily formed to save and mutually agree to contribute common fund to be lent to its members as per group decision for their socio-economic development”.

As the name indicates, self-help group is an informal group of about 15-20 people from a homogeneous class, who come together for addressing their common problems. The main aim of SHG is to make group members self-sufficient and self-reliant [independent] by self-employment and empowerment through group dynamics.

Role of Self Help Groups in Empowering Women

Participation in income generating activities helps in the overall empowerment of women. The SHGs had major impact on social and economic life of rural women. It empowers women and trains them to take active part in the socio-economic progress of the nation and make them sensitized, self-made and self-disciplined. In this regard Pattanaik (2003) has stated that SHGs are continuously striving for a better future for rural women as participants, decision-makers and beneficiaries in the domestic, economic, social and cultural spheres of life. But due to certain constraints like gender inequality, exploitation, women torture, various SHGs is not organized properly and effectively. The SHGs have inculcated great confidence in the minds of rural women to succeed in their day-to-day life. The SHGs bring out the capacity of women in molding the community in right perspective and explore the initiative of women in taking the entrepreneurial

ventures.

Empowerment should be extremely induced so that women can exercise a level of autonomy. There should also be '**self-empowerment**' so that women can look at their own lives. The process of '**learning by doing and earning**' would certainly empower rural women. More and more rural women need to be involved in self-employment. Self-employment in agriculture, village and small industries and retail trade and services should be expanded. Self-employment is also conducive to the development of individual initiative and entrepreneurial talent and offers greater personal freedom. The added advantage is that the institution of family remains undisturbed. The emergence of self-help groups in this context is a welcome development. The groups would provide a permanent forum for articulating their needs and contributing their perspectives to development.

Micro enterprises

The concept of micro enterprise and microfinance was pioneered in 1976 by Nobel Prize recipient Muhammad Yunus, founder of the Grameen Bank (Bank of the Poor), in Bangladesh. The enterprises from small scale to medium scale grouped together are called "Micro, Small and Medium Enterprises" (MSME). Microenterprises mainly focus on developing and utilizing the entrepreneurial skills and potential of rural women below poverty line to meet local needs (Kaushik & Rengarajan, 2010). It helps to generate employment for a number of people within their own social system. This is more beneficial for women in rural areas as it enables them to add to the family income while taking care of their own home and livestock task. The micro entrepreneurs are strengthening the women empowerment and remove the gender inequalities.

Areas of Development

Depending on number of factors ranging from landholdings, subsidiary occupations, agro climatic conditions and socio-personal characteristics of the rural women and her family member the areas of micro-enterprises also differ from place to place. The micro enterprises are classified under three major heads:

- Micro Enterprise development related to agriculture and allied agricultural activities like cultivating to organic vegetables, flowers, oil seeds and seed production are some of the areas besides taking up mushroom growing and bee keeping. Some more areas can be like dehydration of fruits and vegetables, canning or bottling of pickles, chutneys, jams, squashes, dairy and other products that are ready to eat. This is common form of microenterprise in rural areas.
- Micro-enterprise development related to livestock management activities like dairy farming, poultry farm, livestock feed production and production of vermin composting using the animal waste can be an important area in which women can utilize both her technical skills and raw materials from the farm and livestock to earn substantial income and small scale agro-processing units.
- Micro-enterprise development related to household based operations, It is generally handicraft related enterprises where women perform activities like knitting, stitching, weaving, embroidery etc.

Now Indian women entrepreneurs are showing their presence in different areas like herbal marketing, food processing, farming, readymade garments, dairying, preparation of handicrafts and handcrafted gift items, such as bangles, glass, utensils, by using wood, stone, and metals like bronze, iron& steel, making furniture with the help of cane and bamboo, statues of Indian deities, pots, vessels, other decorative pieces, making baskets from straw, tailoring & embroidery, carpet making and retailing, agarbatti / Chalk / Candle / Phenyl preparation, preparation of yarn, door mats, rope, toys, preparation of jute Bags/ Baskets/ Hats, Retailing and Salesman etc. Therefore it can be said that entrepreneurship is an active, multidimensional process, which helps women to realize their full identity and power in all spheres of life.

Advantage of Micro Enterprise in Building Women Empowerment

Micro enterprises in rural area can help to empower women in rural areas. A micro enterprise is not only enhancing national productivity, generate employment but also helping to

develop economic independence, personal and social capabilities among rural women. Following are some of the personal and social capabilities, which were developed as result of taking up enterprise among rural women:

- Economic freedom
- Improved standard of living
- Self confidence
- Enhance awareness
- Sense of achievement
- Increased social interaction
- Engaged in political activities
- Increased participation in social meetings
- Development in leadership qualities
- Involvement in solving problems related to women and community
- Decision making capacity in family and community
- Expertness in problem solving matters related to women and community
- Participation in seminars and conferences

The rural women are having basic indigenous knowledge, skill, potential and resources to establish and manage enterprise. Therefore promoting entrepreneurship through microenterprise approach has been recognized as the solution for incorporating women into the overall economic development process and enables eradicating the rural poverty in developing economies to a larger extent. Finally we can say that economic empowerment of rural women through micro entrepreneurship led to the empowerment of women in so many things such as socio-economics opportunity, political participation and representation, social equality, personal right, family development, market development, community development, societal development, state development and at last development of the nation.

Women Empowerment through Entrepreneurship

Following are the impact of entrepreneurship development on women empowerment:

1. Through entrepreneurship development self confidence level of women are increased and gave them a prosperous future.
2. Now rural women are engaged in small scale entrepreneurship programs with the help of Self Help Groups by which they were economically empowered and attaining very good status in family and community.
3. Entrepreneurship also helps to bring about awareness among rural women about savings, education, health, environment, cleanliness, family welfare, social forestry etc.
4. Micro enterprise is the best tool for rural women as it enables them to add to the family income and as such it provides family members to a better life style, including education for the children and improvement of family health.
5. Some aspects of household decision making are reported to have changed as a result of women's contribution in family income. Most of the men now consult with their wives in important family matters.
6. Promoting entrepreneurship through microenterprise approach enables eradicating the rural poverty in developing economies to a larger extent.

Suggestions

Women entrepreneurs are contributing a lot in rural & economic development in India. However, it is potentially empowering and liberating only if it provides women an opportunity to improve their well-being and enhance their capabilities. Kumari, et. al.(2010) argued that lack of supportive network, financial and marketing problems are the major problem areas for rural women entrepreneurs and major de-motivator for other women to initiate entrepreneurial activity. Therefore the following efforts can be taken into account for effective development of women entrepreneurs:-

- Various schemes and plans of government for the encouragement of women entrepreneurs

should be strongly executed at different levels.

- Information should flow in right direction with the help of NGO,,s and government organizations to about policies, plans and strategies on the development of women in the field of industry, trade and commerce.
- Interest free consumption credit for vulnerable women should be provided by the Government, Banks, financial institutions and wealthy individuals.
- Special training course should be offered for women entrepreneurs to improve skills.
- Interest free consumption credit for vulnerable women should be provided by the Government, Banks, financial institutions and wealthy individuals.
- Provisions should be made for micro credit system and enterprise credit system to the women entrepreneurs.

Special assistance is to be provided to specially disadvantaged groups like women in extreme poverty, women in conflict situations, women affected by natural calamities, the disabled widows, elderly women, single women in difficult circumstances, women those displaced from employment, migrants, women who are victim of material violence etc.

Conclusions

It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate, efforts are being taken at the economy as well as global level to enhance women's involvement in the enterprise sector. At present women have broken the monopoly of men and proved that they are not inferior to men. The SHGs and micro enterprises had major impact on social and economic life of rural women. The study concludes that there was an increase in self-confidence, self-reliance and independence of rural women due to the involvement in the entrepreneurial and other activities of SHGs. Now women entrepreneurs are aware of opportunities available to them, but there is scope for improvement in it. 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. Raised literacy level could be helpful for the SHG members to overcome cognitive constraints and to understand government policies, technical understanding and gaining required skills.

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WOMEN ENTREPRENEURS IN INDIA 2016

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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 women 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. The present study has been an attempt to generate awareness and to understand meaning, rationale for diversification. An extensive literature review is done on women entrepreneur. At the end some major problems faced by Indian women entrepreneurs, success stories of Indian women entrepreneurs, factors influencing women entrepreneurship and steps taken by the government for up liftmen of Indian women entrepreneurs.

Keywords: *Meaning of women entrepreneur, rationale for diversification, problems faced by Indian women entrepreneurs, success stories of Indian women entrepreneurs, factors influencing women entrepreneurship, steps taken by the Indian government.*

Introduction

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 a 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". Women entrepreneur constitute 10 % of the number of the number of entrepreneur in the country. 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. This statistical fact indicates that for the economic growth of the nation, women should not be encouraged to make their share of economic contribution towards the country. one way of achieving is by making women come out and become entrepreneurs. 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 od 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.

"An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women." – **Government of India** "A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life."
–Kamal Singh

Rationale for Diversification

Women entrepreneur are risk bearers, organizes and innovators too. Indian women, who are regarded as better half of the society, are not equal partners in society. Perceptual variables have a crucial influence on the entrepreneurial propensity of women and account for much of the gender differences in entrepreneurial styles. The low literacy rate (40%), low participation rate (10 %) of women as compares to 60%, 52%, 18% respectively of their male counterparts prove their disadvantageous position in the society.

Review of Literature

Bowen & Hisrich, (1986), compared & evaluated various research studies done on entrepreneurship including women entrepreneurship. It summaries various studies in this way that female entrepreneurs are relatively well educated in general but perhaps not in management skills, high in internal locus of control, more masculine, or instrumental than other women in their values likely to have had entrepreneurial fathers, relatively likely to have frts born or only children, unlikely to start business in traditionally male dominated industries & experiencing a need of additional managerial training.

Cohoon, Wadhwa & Mitchell, (2010), present a detailed exploration of men & women entrepreneurs motivations, background and experiences. The study is based on the data collected from successful women entrepreneurs. Out of them 59% had founded two or more companies. The study identifies top five financial & psychological factors motivating women to become entrepreneurs. These are desire to build the wealth, the wish to capitalize own business ideas they had, the appeal of startup culture, a long standing desire to own their own company and working with someone else did not appeal them. The challenges are more related with entrepreneurship rather than gender. However, the study concluded with the requirement of further investigation like why women are so much concerned about protecting intellectual capital than their counterpart. Mentoring is very important to women, which provides encouragement & financial support of business partners, experiences & well developed professional network.

Darrene, Harpel and Mayer, (2008) performed a study on finding the relationship between elements of human capital and self employment among women. The study showed that self employed women differ on most human capital variable as compared to the salary and wage earning women. The study also revealed the fact that the education attainment level is faster for self employed women than that for other working women. The percentage of occupancy of managerial job is found to be comparatively higher in case of self employed women as compared to other working women. This study also shed light on similarity and dissimilarity of situations for self employed men and self employed women. Self employed men and women differ little in education, experience and preparedness. However, the main difference lies in occupational and industry experience. The percentage of population holding management occupation is lower for self employed women as compared to self employed men. Also the participation levels of self employed women are found to be less than of self employed men in industries like communication, transportation, wholesale trade, manufacturing and construction. The analysis is based on data from the Current Population Survey (CPS) Annual Social and Economic Supplement (ASEC) from 1994 to 2006.

Tambunan, (2009), made a study on recent developments of women entrepreneurs in Asian developing countries. The study focused mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. This study found that in Asian developing countries SMEs are gaining overwhelming importance; more than 95% of all firms in all sectors on average per country. The study also depicted the fact that representation of women entrepreneurs in this region is relatively low due to factors like low level of education, lack of capital and cultural or religious constraints. However, the study revealed that most of the women entrepreneurs in SMEs are from the category of forced entrepreneurs seeking for better family incomes.

Methodology

The prepared paper is a descriptive study in nature. The secondary data and information have been analyzed for preparing the paper extensively. The secondary information have been

collected from different scholars and researchers published books, articles published in different journals, periodicals, conference paper, working paper and websites.

Problems Faced by Indian Women Entrepreneurs

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

- **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.

- **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.

- **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.

- **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.

- **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.

- **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.

- **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 organized sector and their male counterpart who have vast experience and capacity to adopt advanced technology in managing enterprises.

- **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.

- **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.

- **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 programs on entrepreneurship women entrepreneurs fail to tide over the risks and troubles that may come up in an organizational working.

- **Limited Managerial Ability**

Management has become a specialized job which only efficient managers perform. Women entrepreneurs are not efficient in managerial functions like planning, organizing, 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.

- **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, water and shed allotments. In such situations women entrepreneurs find it hard to concentrate on the smooth working of the enterprise.

Successful Leading Business Women in India-2016

- Akhila srinivasan, Managing Director, Shriram Investments Ltd.
- Chanda Kocchar, Executive Director, ICICI Bank
- Ekta Kapoor, Creative Director, Balaji Telefilms Ltd.
- Jyoti Naik, President, Lijjat Papad.
- Kiran Mazumdar Shaw, Chairman & Managing Director, Biocon Ltd.
- Lalita D.Gupte, JMD, ICICI Bank.
- Naina Lal Kidwar, Deputy CEO, HBSE.
- Preetha Reddy, Managing Director, Apollo Hospitals.
- Priya Paul, Chairman, Apeejay Park Hotels.
- Rajshree Pathy, Chairman, Rajshree Sugars & Chemicals Ltd.
- Ranjana Kumar, Chairman, NABARD.

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. There is a need of Government, non-Government, promotional and regulatory agencies to come forward and play the supportive role in promoting the women entrepreneur in India. The Government of India has also formulated various training and development cum employment generations programs for the women to start their ventures. These programs are as follows:

Steps taken in 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.

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 Sakshari 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

Conclusion

India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs faced 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 influencing women entrepreneurs. Successful leading business women in India. Government takes various steps for the upliftment of women entrepreneurs in 7th five year plan, 8th five year plan and in 9th five year plan. Women have the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner, appropriate support and encouragement from the society, family, government can make these women entrepreneur a part of mainstream of national economy and they can contribute to the economy progress of India.

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ENTREPRENEURSHIP – THE KEY FOR INDIAN ECONOMY

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Introduction

Entrepreneurship is basically concerned with creating wealth through production of goods and services. This results in a process of upward change whereby the real per capita income of a country rises overtime or in other words economic development takes place. Thus entrepreneurial development is the key to economic development. In fact it is one of the most critical inputs in the economic development of a region. It speeds up the process of activating factors of production leading to a higher rate of economic growth, dispersal of economic activities and development of backward regions. If a region is unable to throw up a sufficient number of entrepreneurs then alien entrepreneurs usually step in to provide goods and services needed by the people. Entrepreneurs are constantly measuring the trade-off between the risk and reward of starting a new business. In their passion to succeed, entrepreneurs often work 60-80 hours a week. Successful entrepreneurs are market driven, action oriented, and focused on their clients' needs. They try to make their businesses different from existing products, services, or technology, by exploiting their competitive advantage and protecting their ideas from competitors. The single most important characteristic of entrepreneurs is focused persistence. Towards the end of the sixties, two significant contributions were made in the field of entrepreneurship. One was that there is a positive linkage between entrepreneurship and economic development and the other was regarding the emergence of a strong hypothesis that entrepreneurship can be developed through planned efforts¹. Consequently planners realized that absence of a strong entrepreneurial base acts as a serious handicap in the industrial development of a region. The identification and development of first generation entrepreneurs through Entrepreneurial Development Programmes is an important strategy. There is a growing realization that presence of resources and favourable government policies cannot automatically manufacture economic development. It is the entrepreneurial spirit of the people, which can transform the economy of that region. Both the quantity and quality of entrepreneurs are of utmost significance for achieving the goal of economic development. The myth that entrepreneurs are born with some innate traits is fortunately no longer held. The necessary competencies required of a successful entrepreneur can be acquired through training and development. Numerous courses in entrepreneurship are being taught all over the world in schools and colleges, seminars and conferences are being organized and EDPs are being conducted. The thinking today is why just create managers why not create people who can absorb managers. One can acquire the traits and learn the skills for becoming an entrepreneur e.g. a person can learn to be achievement oriented, self-confident, perseverant etc. which are all part of the characteristics of a successful entrepreneur. Usually the model used for entrepreneurial education has three phases:

Stimulatory Phase

This phase involves planned publicity for opportunities, motivation training and help and guidance in selection of product or service.

Support Phase

This provides help in registration of units, arrangement of finance as well as land, sheds, power, water, common facility centers etc. Help is also provided in marketing of products.

Sustenance Phase

Once the enterprise is set up then help is provided for modernization, diversification, additional finance etc.

Ten Qualities Possessed by an Entrepreneur for Business Success

There are specific qualities that separate the seriously committed entrepreneurs are give below:

1. Ambition and Drive

Giving their energy they need to hurdle obstacles and tackle the seemingly impossible tasks. Unstoppable determination bringing them through the rough times when all hope seems lost. Perseverance by holding onto the vision / mission / core values of your business / life. Giving their energy to evaluate each situation in an objective manner by always pulling them in the right direction.

2. Disciplined work ethic and high standards for quality

This includes traits such as honesty, integrity, and a concern for people. When the entrepreneur put them all into everything you do with an emphasis on quality, they will essentially be putting their personal seal of excellence on their products or services. In their pursuit of obtaining quality, focus on "Being Effective". This means they are doing the "right" things, and therefore focusing their energy in the right direction. 80% of their time should be focused on "running the business" instead of allowing the business to run you.

3. Courage & Action-Orientation

When the entrepreneur is optimistic enough to take risks that others are unwilling to take, this will set them up for huge returns. Be sure the entrepreneur evaluate all aspects of the situation and take educated risks, but take the risks! If it did not take courage, then everyone would be doing it. Courage is not a feeling. It is a decision. True courage is pushing forward, even though they may have experienced a setback or a "failure" the last time they tried something new / different. If they are not afraid of "failing" they will possess the ability to continually take risks until one of them turns into their endless pot of gold.

4. Self-Confidence:

Self-confidence, otherwise known as "The Right Attitude" in every aspect of their business and life. This is probably the one trait that is fundamental and critical for long term success. It allows the entrepreneur to adhere to the fulfillment of their goals every minute of the day because they are confident that they will obtain the results they seek. Evidence of a truly positive and self-confident person is seen in personal responsibility. Blaming is not in a self-confident person's vocabulary. Positive people are proactive in everything they undertake. They don't blame the economy, bad luck, a bad relationship, the weather, "unlucky" situations, the market or their employees. Proactive people figure out how they can personally change, instead of focusing their energy on where others should change. People with a positive outlook on life and business learn from every situation and experience, the good and the bad. They figure out ways to avoid poor results in the future and decide on ways to not repeat a negative situation.

5. Servant Leadership

The ability to make decisions, regardless of popular opinion in accordance with their business vision, while inspiring those around them to follow through on the direction they set in motion. The leaders who are able to make sound decisions at rapid speed are those who know what the "end result looks like". They have seen the finish line, and know the excitement of crossing it first. Servant leaders are those who come up beside their team members where ever they are teach those people how they can cross the finish line and experience the same joy and excitement as if they had crossed the finish line themselves.

6. A Creative mind

The ability to "think on one's feet" is critical if they are committed to a high level of success. There must be structure and systems in place right from the start in order to create a self-sustaining operation and to ensure they are not simply "changing for change sake". Effective change is evidenced when they are regularly evaluating and adapting their business plan and goals to meet their vision / mission / core values that have been set from the beginning. (This success habit assumes there is a business plan in place, and that the entrepreneurs are following what has been laid out in the plan.)

7. A complete understanding of their gifts / strengths / talents and behavioral style

When the entrepreneur knows their self better than anyone else, the entrepreneur will be able to control the situations they allow their self to be involved in. When they know others better than they know themselves, they will be able to take the right approach when working with them.

This will give them the advantage, because they have accelerated their knowledge and now have the edge they need to succeed in all their business transactions.

8. *The sincere desire to understand and help people, putting their needs above their own*

When the entrepreneur find unique ways to help enough other people “win”, they will get what they need as a result. Discover ways to give other people what they are seeking in an entertaining style, and they will set their self apart from their competition. Positive relationships in all areas of their life will accelerate their business success. In this day and age, "soft skills" are more important than technical skills, especially for business owners.

9. *Kick it up a Notch! Gain and maintain a positively high level of belief for everything that is possible*

Set lofty goals and expand their personal vision for what it possible. The leaders who set and evaluate their goals regularly are the ones who achieve more than 92% of the population combined! Once a goal is obtained, high achievers raise the bar incrementally again and again. They are not afraid of failure because failure for the common person is just a learning experience for an achiever. Achievers continually set goals despite the uncertainty of whether it looks at the time like they can accomplish the goal or not.

10. *Giving Back*

The companies who give a minimum of 10% to worthwhile charities or causes, and contribute to their community will be the ones who experience an over abundance of blessings in their business - often from unexpected sources. This is a fundamental law of finance that has been proven time after time. These are the people who attract clients to them instead of always "marketing to clients" trying to chase clients down.

Essential Skills for Entrepreneurial Survival

Scientists tell us that over millions of years, humans have developed specialized skills that have allowed us to survive and thrive as a species. From learning to create and use tools, to language, and social skills, they've adapted and innovated however was necessary to be successful in the given environment of each age.

Whether we accept evolution as fact or not, one thing is clear: In today's world, if we want to be a successful entrepreneur, there is certainly an “evolutionary” process that we must all undertake. In other words, there are skills that we must each learn and hone in order to thrive in today's business world, and we need to be able to adapt those skills to our surroundings, or be left behind with the “entrepreneurial Neanderthals.” Below are 5 essential skills for today's entrepreneur.

- ***Decision Making***

No one can deny that the ability to make decisions is a core skill that every entrepreneur must possess if he or she wants to be successful. From the very beginning of entrepreneurial journey, they must make sound decisions, first of all, about which business to go into. From there, decisions on how to proceed with marketing, funding, product production (in some cases), vendor selection, and a host of other judgments need to be made. The key is to be decisive and learn from mistakes, rather than fearing mistakes to the point that they avoid decisions.

- ***People Skills***

It's often said that no matter what business they're in, they're in the people business. How true that is! Even if they have a dog grooming business, it's the people who bring their dogs to them who pay them and make the decision to use their service over their competitions, so they'd better know how to deal well with people. This is a skill that nearly every highly successful entrepreneur has, and those who have recognized the need to hire a “face of the company”, often in the form of a CEO or COO, to represent them in the business world. Whether dealing with customers, vendors, investors, the press, or employees, well developed people skills can mean the difference between success and failure.

- ***Planning***

Being able to project into the future and build a plan to accomplish their objective is a skill that can take any entrepreneur far. Effective planning is what will guide their company and ultimately define what they're all about. The skilled business planner knows that planning is only

an effective skill when combined with action, so they don't get bogged down in planning, and they keep their plans focused but somewhat flexible. With so many facets to effective planning, it could be called as much an art as it is a skill.

- **Sales**

Just as it is said that every business is a people business, it is also true that whatever business they're in sales. They might not be a salesperson in the "What's it going to take for me to get them into this car today" sense, but if they are exchanging products or services for money, they're selling. And the more skilled they are at sales, the more successful their business will be. It's not just customers they need to sell to though. Selling their business plan to investors, their job opportunity to potential employees, or their marketing to target audience is all dependent upon their ability to sell their ideas.

- **Communication**

If ever the term "last but not least" was appropriate, this is it. The skill of communication plays a role in the execution of all of the other skills above. If they don't have this skill, none of the other skills will be fully developed, no matter how hard they try. They can't be a great salesperson without great communication skills; their planning skills won't matter if they aren't able to effectively communicate their plans; they can hardly claim to have strong people skills without being a good communicator; and it won't matter what decisions they make if they aren't communicated properly to those who are in a position to execute them. So of all the skills listed here, start working on their communication skills first, if they aren't 100%. It will pay off in measurable ways.

Importance of Entrepreneurship in Developed Economy

The nature of a developing economy is quite different from a developed economy.

- The developing economy can be an agricultural country moving towards the industrialization or it may be the one where in the industry may be in its infancy lacking advance technology.
- The modern era is an era of changes. The whole world is becoming a village due to the industrial revolution and fast developing communication technology. The globalization of industry and commerce is bringing a vast change in various aspects of life.
- Economic development of a country is the outcome of purposeful human activity.
- Economic development is a highly dynamic process characterized by the pattern of demand shifts, new products are needed, appear for the production of goods within a country.
- A developing economy is required to be brought out of the vicious circle of low income and poverty.
- Entrepreneur can break this vicious circle.
- Entrepreneurs and helping government can change a developing economy in developed economy. **Entrepreneurship and Economic Growth / Development**

Economic development of any region is the outcome of purposeful human activities. According to Schumpeter, the economic development consists of employing resources in a different way bringing in new factors of production or combination of the factors. The entrepreneur looks for innovative ideas and puts them into effect for economic development. Some of the development activities are as follows:

1. Increase in the income.
2. Brings change in the structure of business and society.
3. Wealth creation.
4. New products, services and business.
5. Generation of employment.
6. Increase in the standard of living.

Entrepreneurship is a discipline and like all disciplines it has models, processes and case studies, which can help an individual to study this subject. The entrepreneur occupies a crucial place in the process of economic development by acting as a trigger head to give spark to economic activities. So the researcher has attempted to study about the entrepreneurial skills of the college students.

Role of Ethics and Social Responsibility in Context of Entrepreneurship

An entrepreneur must take risks with his or her own capital in order to sell and deliver products and services while expending greater energy than the average businessperson in order to innovate.

- A manager's attitudes concerning corporate responsibility are related to the organizational climate perceived to be supportive of laws and professional codes of ethics. Entrepreneurs with a relative with a relatively new company who have few role models usually develop an internal ethical code.
- Entrepreneurs tend to depend on their own personal value systems much more than other managers when determining ethically appropriate courses of action.
- Ethics refer to the "study of whatever is right and good for human beings", business ethics concerns itself with the investigation of business practices in light of human values.
- Ethics is the broad field of study exploring the general nature of morals and the specific moral choices to be made by the individuals in his relationship with others.
- Business ethics is the study of behavior and morals in a business situation.
- Business ethics is "any business decision that creates value for customer by matching quality and price."
- Although the English word ethics is generally recognized as stemming from the Greek ethos, meaning "custom and usage", it is more properly identified as originating from swedhethos, in which the concepts of individual morality and behavioral habits are related and identified as an essential quality of existence.

Role Played by an Entrepreneur in the Economic Development

The entrepreneur who is a business leader looks for ideas and puts them into effect in fostering economic growth and development. Entrepreneurship is one of the most important inputs in the economic development of a country. The entrepreneur acts as a trigger head to give spark to economic activities by his entrepreneurial decisions. He plays a pivotal role not only in the development of the industrial sector of a country but also in the development of the farm and service sectors. The major role played by an entrepreneur in the economic development of an economy is discussed in a systematic and orderly manner as follows.

(1) Promotes Capital Formation

Entrepreneurs promote capital formation by mobilizing the idle savings of the public. They employ their own as well as borrowed resources for setting up their enterprises. Such type of entrepreneurial activities leads to value addition and creation of wealth, which is very essential for the industrial and economic development of the country.

(2) Creates Large-Scale Employment Opportunities

Entrepreneurs provide immediate large-scale employment to the unemployed, which is a chronic problem of underdeveloped nations. With the setting up of more and more units by entrepreneurs, both on small and large-scale, numerous job opportunities are created for others. As time passes, these enterprises grow, providing direct and indirect employment opportunities to many more. In this way, entrepreneurs play an effective role in reducing the problem of unemployment in the country, which in turn clears the path towards economic development of the nation.

(3) Promotes Balanced Regional Development

Entrepreneurs help to remove regional disparities through setting up of industries in less developed and backward areas. The growth of industries and business in these areas leads to a large number of public benefits like road transport, health, education, entertainment, etc. Setting up of more industries leads to more development of backward regions and thereby promotes balanced regional development.

(4) Reduces Concentration of Economic Power

Economic power is the natural outcome of industrial and business activity. Industrial development normally leads to concentration of economic power in the hands of a few individuals, which results in the growth of monopolies. In order to redress this problem, a large number of

entrepreneurs need to be developed, which will help reduce the concentration of economic power amongst the population.

(5) Wealth Creation and Distribution

It stimulates equitable redistribution of wealth and income in the interest of the country to more people and geographic areas, thus giving benefit to larger sections of the society. Entrepreneurial activities also generate more activities and give a multiplier effect in the economy.

(6) Increasing Gross National Product and Per Capita Income

Entrepreneurs are always on the lookout for opportunities. They explore and exploit opportunities, encourage effective resource mobilization of capital and skill, bring in new products and services and develops markets for growth of the economy. In this way, they help increasing gross national product as well as per capita income of the people in a country. Increase in gross national product and per capita income of the people in a country, is a sign of economic growth.

(7) Improvement in the Standard of Living

Increase in the standard of living of the people is a characteristic feature of economic development of the country. Entrepreneurs play a key role in increasing the standard of living of the people by adopting latest innovations in the production of wide variety of goods and services in large scale that too at a lower cost. This enables the people to avail better quality goods at lower prices which results in the improvement of their standard of living.

(8) Promotes Country's Export Trade

Entrepreneurs help in promoting a country's export-trade, which is an important ingredient of economic development. They produce goods and services in large scale for the purpose earning huge amount of foreign exchange from export in order to combat the import dues requirement. Hence import substitution and export promotion ensure economic independence and development.

(9) Induces Backward and Forward Linkages

Entrepreneurs like to work in an environment of change and try to maximize profits by innovation. When an enterprise is established in accordance with the changing technology, it induces backward and forward linkages which stimulate the process of economic development in the country.

(10) Facilitates Overall Development

Entrepreneurs act as catalytic agent for change which results in chain reaction. Once an enterprise is established, the process of industrialization is set in motion. This unit will generate demand for various types of units required by it and there will be so many other units which require the output of this unit. This leads to overall development of an area due to increase in demand and setting up of more and more units. In this way, the entrepreneurs multiply their entrepreneurial activities, thus creating an environment of enthusiasm and conveying an impetus for overall development.

Conclusion

A developing country needs entrepreneurs who are competent to perceive new opportunities and are willing to incur the necessary risk in exploiting them. The entrepreneur looks for innovative ideas and puts them into effect for economic development. Therefore entrepreneur occupies a crucial place in the process of economic development by acting as a trigger head to give spark to economic activities.

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HIGHLIGHT ON WOMEN ENTREPRENERS IN RAMANATHAPURAM DISTRICT

“You can tell the condition of a nation by looking at the status of its women”

- Jawaharlal Nehru.

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Abstract

Entrepreneurship is the core of economic development. It is a multi- dimensional task and essentially creative activity. Entrepreneurship has been a male-dominated phenomenon from the very early age but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. The position and status of women in any society is an index of its civilization and progress. In this paper an attempt has been made to analyze problems of Women entrepreneurs and identified certain special factor are responsible to start business on their own. The researcher is to identify factors which need to be considered for promoting female entrepreneurship in Ramanathapuram district of Tamil Nadu.

Introduction

“The best thermometer to the progress of a nation is its treatment of its women.”-

—Swami Vivekananda

“There is no chance for the welfare of the world unless the condition of women is improved.”

—Swami Vivekananda

The origin of the basic word “entrepreneurship” is from a French word “Entree” „To enter” and “Prendre” “to take” and in general sense applies to any person starting a new project or trying a new opportunity. The Oxford English dictionary 1897 defines the term “Entrepreneur” in similar way as the director or the manager of public musical institution, one who gets up entertainment arranged, especially musical performance. Initially in the early sixteenth century applied to those who were engaged in military expeditions. In seventeenth century it was extended to cover civil engineering activities such as construction and fortification. Since then the term entrepreneur is used in various ways. Entrepreneurs play very important role in socio-economic welfare of the country. They identify the needs of the business, purchase the other factors of production and coordinate them for some productive purposes. They are the innovators, researchers and risk-takers of the company. Today business is built around human capital and women are one of the valuable factors. Globalization and Liberalization of market encouraged women to come forward to become an entrepreneur and start new industries.

The women entrepreneurs when encouraged and motivated can successfully contribute to the value addition of the economy in a number of ways. With the advent of liberalization and movement towards globalization, Indian economic environment offers immense opportunity to entrepreneurs. An entrepreneur is a dynamic agent of change, who is instrumental in transforming physical; natural and human resources into value added products and services. For the entrepreneur to be successful the environment must be conducive and the individual must have an interesting initiative and drive in grasping the essential facts. About 50 percent of total population constitutes women, but women workers constitute only 16 percent, 80 percent remain engaged in unorganized sectors. Entrepreneurship among women is a recent phenomenon. Entrepreneurship calls for all these personal abilities and characteristics which could be developed in women folk.

Status of Women Entrepreneurship in India

The status of women in India has been subject to many great changes over the past few millennia. From equal status with men in ancient times through the low points of the medieval period, to the promotion of equal rights by many reformers, the history of women in India has been eventful. In modern India, women have adorned high offices in India including that of the

President, Prime minister, Speaker of the Lok Sabha and Leader of the Opposition. As of 2011, the President of India, the Speaker of the Lok Sabha and the Leader of the Opposition in Lok Sabha (Lower House of the parliament) are all women. Entrepreneurship has gained currency across the sphere and female- entrepreneurship has become an important module. India is one of the fastest emerging economies and the importance of entrepreneurship is realized across the gamut.

According to government of India, “An enterprise owned and controlled by a women having a minimum financial interest of 51% of capital and giving at least 51% of the employment generated by the enterprise to women.”

“Women Entrepreneurship” means an act of business ownership and business creation that empowers women economically increases their economic strength as well as position in society.

“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. Women in business are a recent phenomenon in India. By and large they had confide themselves to petty business and tiny cottage industries. Women entrepreneurs engaged in business due to push and pull factors. Which encourage women to have an independent occupation and stands on their own 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 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.

Objectives of the Study

- To study the socio economic background of women entrepreneurs in the rural and urban areas in Ramanathapuram district.
- To identify the problems or barriers which are faced by women in conducting entrepreneurial activities in Ramanathapuram District.
- To analyze the factors that motivates the women entrepreneurs to start new venture.
- To suggest strategies to promote entrepreneurial skill among women entrepreneurs in the study area.

Review of Literature

Sudan (2004), conclude in the context of rural women, that their economic condition becomes more vulnerable due to unequal distribution of resources. Ranjula Bali Swain and Fan Yang Wallentin (2007), observed that not all activities that lead to an increase in well-being of a woman are necessarily empowering in themselves .It is difficult to say which factors are more important for empowering women. Goyal and Parkash (2011) The study is concluded with the opinion that efforts are being taken to fulfill the promise equal opportunity in all spheres to the Indian women and guaranteeing equal rights of participation. But unfortunately, the government sponsored development activities have benefited only a limited section of women i.e. the urban middle class women.

Research Methodology

Data collection: The research is based on both empirical and analytical study. The study uses both Primary and secondary data.

Primary data: For the purpose of study, well structured questionnaire was used as an instrument to collect the data from the women entrepreneurs in rural and urban area of Ramanathapuram district.

Sample size: The sample size is 50. The respondents were women entrepreneurs chosen from Paramakudi, Muthukulathor, Ramanathapuram, Kamuthi and Thiruvadana. The study has covered a total of 50 woman entrepreneurs of various categories. The entrepreneurs were drawn using non-probability sampling design based on convenience sampling method.

Period of study

The data collected from June to August for three month period.

Tools and Techniques:

The collected data has been tabulated, analysed using simple percentage, Garrett's Ranking and Weighted average score. .

(I) Garrett's Ranking Technique

Garrett's ranking technique is used to identify the motivate start women entrepreneurs. The women entrepreneurs were asked to rank some of the identified factors. This method was suggested by Garrett's for converting the ranks into scores where the number of items ranked differed from worker to worker.

by using the following formula

Present position = $\frac{100 (R_{ij} - 0.5)}{N_j}$

N_j

R_{ij} = Rank given for the item by the J^{th} individual

N_j = Total rank given by the J^{th} individual

Rank	1	2	3	4	5
Ranking Score	75	60	50	40	25

Analysis and Interpretations:**Socio economic background of women entrepreneurs:**

The Study was conducted among woman entrepreneurs of various categories Such as petty shop units, tailoring shops units, hotel units, vegetable shop units and beauty parlor units.

Table 1 Age wise of Women entrepreneurs

Sl. No	Age	No. of Respondents	Percentage
1	Upto 20	05	10
2	21 to 30	12	24
3	31 to 40	19	38
4	41 to 50	11	22
5	Above 50	03	06
	Total	50	100

Source: Primary data

It is clear from table 1 that 10 percent of the respondents belong to up to 20 age group, 24 percent of respondents belong to age group of 21 to 30, 38 percent of the respondents belong to 31 to 40 age group, 22 percent of respondents belong to 41 to 50 age group and 06 percent of the respondents belong above 50 age group. Hence it is evident that majority of respondents belong to the middle age group of 21-40, 62 percent which constitutes women entrepreneurs in the study area.

Table 2 On the Basis of Marital Status

Sl. No	Marital status	No. of Respondents	Percentage
1	Un married	07	14
2	Married	34	68
3	Widow	05	10
4	Divorce	04	08
	Total	50	100

Source: Primary data

The table shows 2 that married women have more interest in the women entrepreneurship. Highest 68 Percent women are involved in the business because they need more financial support than unmarried and others. Only 14 percent women interviewed that they are unmarried. Widow women also want to start their own business. But only 10 percent women interviewed that they are widow and 8 Percent divorce women. This shows that married women take more risk in starting new business.

Table 3 On the basis of Education

Sl. No	Education Level	No. of Respondents	Percentage
1	Illiterates	06	12
2	Primary School	09	18
3	SSLC	12	24
4	Hsc	14	20
5	Degree /Diplamo	05	18
6	Post graduate	04	08
	Total	50	100

Source: Primary data

The table 3 that 20Percent of the respondents are belonging to higher secondary level of the entrepreneurs. 26 Percent of the respondents are graduates and Post graduate, 24 Percent of the respondents are secondary level of education. The 18% of the respondents are primary level and rests of the respondent are illiterates.

Table.4 On the basis of Nature of Business

Sl. No	Nature of business	No. of Respondents	Percentage
1	Retailing	14	28
2	Manufacturing	18	36
3	Service	11	22
4	Others	07	14
	Total	50	100

Source: Primary data

The table 4 despite that 36 Percent of the respondents is deals with manufacturing types of business. 28 percent of the respondents are engaged in retailing type of business. Only 22 Percent of the respondents are doing our business for service sectors. 14 Percent of the respondents are other type of business.

Table 5 On the basis of Motivation

S. No.	Motivation factor	Ranks					Total
		1	2	3	4	5	
1.	Owen idea and Family support	10	14	11	07	8	50
2.	To get social and economic independence	11	10	7	10	12	50
3.	Education	10	12	13	8	7	50
4.	Previous experience	11	9	10	13	7	50
5.	Government policy	8	5	9	12	16	50
	Total	50	50	50	50	50	

Source: Primary data

Table 6 Garrett's Ranking Analysis

S. No.	Motivating factor	Total score	Avg. Score	Rank
1.	Owen idea and Family support.	2620	52.4	I
2.	To get social and economic independence	2475	49.5	IV
3.	Education	2615	52.3	II
4.	Previous experience	2560	51.2	III
5.	Government policy.	2230	44.6	V

Table 6 shows that respondents have given the first preference to Owen idea and Family support., second preference to Education, Third preference to Previous experience, fourth preference to get social and economic independence and fifth preference to Government policy. From the above analysis it is observed that women entrepreneurs motivate to start business Owen idea and Family support.

Table 7 On the basis of Source of Finance

Sl. No	Source of Finance	No. of Respondents	Percentage
1	Owen money	07	14
2	Bank Loans	12	24
3	Owen money and loans	17	34
4	Support from SHG	10	20
5	Others	04	08
	Total	50	100

Source: Primary data

The table7 indicate that 14 Percent of respondent source of the finance from Owen money, 24% of the respondents financed from bank loans, 34 percent of owe money and loans as well as 20 percent of respondents financial sources are support from SHG and reaming rests of the respondent are other sources.

Table 8 On the basis of Investment of Business

Sl. No	Investment of Business	No. of Respondents	Percentage
1	50,000-1,00,000	08	16
2	1,00,000-1,50,000	15	30
3	1,50,000-2,00,000	12	24
4	2,00,000 -2,50,000	09	18
5	2,50,000 -3,00,000	06	12
	Total	50	100

Source: Primary data

It is clear from table 8 that 14 percent of the respondents belong to 50,000-1,00,000 group, 30 percent of respondents belong to group of 1,00,000 -1,50,000, 24 percent of the respondents belong to 1,50,000-2,00,000 group, 18percent of respondents belong to 2,00,000-2,50,000 group and 12 percent of the respondents belong to 2,50,000-3,00,000 group. Hence it is evident that majority of respondents belong to the group of 1, 00,000 -3, 00,000, 54 percent which constitutes women entrepreneurs investment in business of the study area.

Table 9 Problem of women entrepreneurs

Sl. No	Factors	SA	A	M	DA	SDA	Total Score	Avg Score	Rank
I	Personal Problem								
	Male dominance	17	19	7	4	3	193	3.86	I
	Lack of experience	13	11	10	9	7	164	3.28	VI
	Lack of awareness	21	18	5	3	3	201	4.02	I
	Weak bargaining position	14	17	10	5	4	182	3.64	IV
	Family obligations	19	14	7	4	6	186	3.72	III
	Low Level of Risk Taking Attitude	12	16	13	4	5	176	3.52	V
II	Finance problem								
	Insufficient money	23	19	4	2	2	209	4.18	I
	Poor Credit facilities	17	24	3	4	2	203	4.06	II
	Heavy interest and tax	22	14	7	3	4	197	3.94	III
III	Marketing Problem								
	poor location of shop	7	15	9	11	8	152	3.04	VII
	Find out the appropriate markets	15	26	5	3	1	201	4.02	II
	Unfavorable market behaviors	22	13	7	4	4	195	3.90	V
	High Competition	27	18	3	1	1	219	4.8	I
	Improper Market Condition	19	14	11	4	2	194	3.88	III
	lack of transport facility	16	18	10	2	4	190	3.08	VI
	Poor quality of products	12	15	11	7	5	172	3.44	IV
IV	Government Problem								
	Lack of support	16	17	10	4	3	189	3.78	II
	Improper training program me	15	21	8	2	4	191	3.82	I
	Rules and Regulations	14	19	12	3	2	174	3.48	III
V	Production problem								
	Non-availability of raw material		14	9	5	4	187	3.74	II
	Non-availability of machine or equipment	15	19	9	5	2	190	3.80	IV
	Non-availability of skilled labour	19	15	5	8	3	189	3.78	I
	Lack of technical knowledge	17	10	16	3	4	183	3.66	III
VI	Administration Problem								
	Poor Education	21	12	11	3	3	195	3.90	II
	Non-awareness of Government scheme	11	19	12	4	4	179	3.58	VII
	Not aware of Current business trend	11	21	12	2	4	183	3.66	VI
	Lack of systematic planning and working	15	19	9	5	2	190	3.80	III
	Lack of support co workers	11	21	13	3	2	186	3.72	V

	Lack of leadership quality	17	21	6	4	2	197	3.94	I
	Lack of entrepreneurial aptitude	19	11	12	5	3	188	3.76	IV
VII	Other Problem								
	Socio-cultural Disturbance	14	21	8	5	2	190	3.80	III
	Less Confidence	17	14	13	2	4	188	3.76	V
	Competition from Male Entrepreneur	23	15	8	2	2	205	4.10	I
	Mobility Constraint	16	18	10	3	3	191	3.82	II
	Exploitation by middle men:	18	16	8	4	3	189	3.78	IV
	Poor Health Condition	17	10	15	3	5	181	3.62	VI

Source: Primary data

SA - Strongly Agree, A - Agree, M - Moderately Agree, DA - Disagree, SDA - Strongly Disagree

Table 9 elaborates the factors affecting female enterprise holders. These factors were generated through reviewing literature and were classified into Seven broader categories of (i) Personal, (ii) Financial, (iii) Marketing, (iv) Government, (v) Production, (vi) Administration and (vii) other problem. These factors were then further classified into sub factors as elicited in Table 9.

It is clear from the table 9 that Problems faced by women entrepreneurs, the weighted ranking method applied. In first Statement is Personal Problem. It inferred that the most number of the respondents have given first ranked for Lack of awareness; the respondents have given Second rank for Male dominance. The third rank was Family obligations and followed by Weak bargaining position, Low Level of Risk Taking Attitude, and Lack of experience. In Second Statement is Financial Problem It is clear that the most number of the respondents have given first ranked for insufficient money, the respondents have given Second rank for Poor Credit facilities and the third rank was Heavy interest and tax. In Third Statement is Marketing Problem. It is understood that the most number of the respondents have given first ranked for High Competition; the respondents have given Second rank for Find out the appropriate markets. The third rank was Improper Market Condition and followed by Poor quality of products, Unfavorable market behaviors, lack of transport facility and poor location of shop. In fourth Statement is Government Problem It is shows that the most number of the respondents have given first ranked for Lack of support, the respondents have given Second rank for Rules and Regulations and the third rank was Improper training program me. **In fifth Statement is Production Problem.** It is above that the most number of the respondents have given first ranked for Non-availability of skilled labour; the respondents have given Second rank for Non-availability of raw material. The third rank was Lack of technical knowledge and followed by Non-availability of machine or equipment. **In sixth Statement is Administration Problem.** It inferred that the most number of the respondents have given first ranked for Lack of leadership quality; the respondents have given Second rank for Poor Education.

The third rank was Lack of systematic planning and working and followed by Lack of entrepreneurial aptitude, Lack of support co workers, Not aware of Current business trend and Non-awareness of Government scheme. **In Seventh Statement is Other Problem.** It is observed that the most number of the respondents have given first ranked for Competition from Male Entrepreneur, the respondents have given Second rank for Mobility Constraint. The third rank was Socio-cultural Disturbance and followed by Exploitation by middle men, Less Confidence, and Poor Health Condition.

Suggestion

1. Adequate training programme on management skills and Vocational training need to be extended to women community that enables them to understand the production process and production management.
2. Awareness should be created about governmental schemes to motivate women Entrepreneurs to engage in small scale and large-scale business ventures.
3. Government should provide separate financial aid to women entrepreneurs so that they do not face any difficulty in setting up their organization.

Conclusion

Women Entrepreneurship plays a prime role in industrial development. It has played very vital role in fulfilling the socio-economic objectives of the nation. IT is evident from the study that

women are ready to face the Problem associated with setting up of business. Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. They need encouragement and support from the family members, government, society, male counterparts etc..,

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SOCIAL ENTREPRENEURSHIP

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Abstract

Social entrepreneurs are not the creation of the modern society. Historically, individuals and groups have combined the concept of entrepreneurship with social value creation to transform a current state of 'unjust equilibrium' for a targeted group of society. For example, Florence Nightingale built the foundation for the modern nursing profession at a time when nursing was not considered a respectable profession and lacked any codes, ethics and formal training. Further, this phenomenon was not limited to the developed world even the developing world had its share of social innovators. In 1920s, Jammalal Bajal, founding father of a successful Indian enterprise Bajaj Group popularized the importance of business ethics and launched social initiatives to eradicate the malice against 'untouchables' in Indian society. While social entrepreneurs have existed throughout history, the concept of social entrepreneurship is a relatively recent one.

Meaning of Social entrepreneurship

Social entrepreneurship is the use of the techniques that startup companies and other entrepreneurs to develop fund and implement solutions to social, cultural, or environmental issues, this concept may be applied to a variety of organizations with different sizes, aims, and beliefs. For-profit entrepreneurs typically measure performance using business metrics like profit, revenues and increases in stock prices, but social entrepreneurs are either non-profits or blend for-profit goals with generating a positive "return to society". Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development. It is about applying practical, innovative and sustainable approaches to benefit society in general, with an emphasis on those who are marginalized and poor.

Social Enterprise

Social enterprises are social mission driven organizations which apply market-based strategies to achieve a social purpose. The movement includes both non-profits that use business models to pursue their mission and for-profits whose primary purposes are social. Their aim is to accomplish targets that are social and/or environmental as well as financial.

Social Entrepreneur

A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change. Whereas a business entrepreneur typically measures performance in profit and return, a social entrepreneur focuses on creating social capital. Thus, the main aim of social entrepreneurship is to further social and environmental goals. **Typical Social Entrepreneurs can be a pragmatic visionary** who achieves large scale, systemic and sustainable social change through a new invention, a different approach, a more rigorous application of known technologies or a combination of these.

Common traits of Social Entrepreneurs

- An unwavering belief in the innate capacity of all people to contribute meaningfully to economic and social development.
- A driving passion to make that happen.
- A practical but innovative stance to a social problem, often using market principles and forces, coupled with dogged determination that allows them to break away from constraints imposed by ideology or field of discipline, and pushes them to take risks that others wouldn't dare.
- A zeal to measure and monitor their impact: Entrepreneurs have high standards, particularly in relation to their own organization's efforts and in response to the communities with which they

engage. Data, both quantitative and qualitative, are their key tools, guiding continuous feedback and improvement.

- Focuses first and foremost on the social and/or ecological value creation and tries to optimize the financial value creation.
- Innovates by finding a new product, a new service, or a new approach to a social problem.
- Continuously refines and adapts approach in response to feedback.

Qualities of Social entrepreneurship

- *Willingness to Self-Correct.*
- *Willingness to Break Free of Established Structure.*
- *Willingness to Cross Disciplinary Boundaries.*
- *Willingness to Work Quietly*

Characteristics of successful social entrepreneur

- **Ambitious:** Social entrepreneurs tackle major social issues: entrepreneurial leaders operate in all kinds of organizations: innovative nonprofits, social purpose ventures such as for-profit community development banks, and hybrid organizations.
- **Mission driven:** Generating social value-not wealth-is the central criterion of a successful social entrepreneur. While wealth creation may be part of the process, it is not an end in itself. Promoting systemic social change is the real objective.
- **Resourceful:** Because social entrepreneurs operate within a social context rather than the business world, they have limited access to capital and traditional market support systems. **Strategic:** Like business entrepreneurs, social entrepreneurs see and act upon what others miss: opportunities to improve systems create solutions and invent new approaches that create social value. Social entrepreneurs are intensely focused and hard-driving-even relentless-in their pursuit of a social vision.
- **Results oriented:** Ultimately, social entrepreneurs are driven to produce measurable returns. These results transform existing realities, open up new pathways for the marginalized and disadvantaged, and unlock society's potential to effect social change.

Organizational models

- **Leveraged non-profit ventures:** The entrepreneur sets up a non-profit organization to drive the adoption of an innovation that addresses a market or government failure. In doing so, the entrepreneur engages a cross section of society, including private and public organizations, to drive forward the innovation through a multiplier effect. Leveraged non-profit ventures continuously depend on outside philanthropic funding, but their longer term sustainability is often enhanced given that the partners have a vested interest in the continuation of the venture.
- **Hybrid non-profit ventures:** The entrepreneur sets up a non-profit organization but the model includes some degree of cost-recovery through the sale of goods and services to a cross section of institutions, public and private, as well as to target population groups. Often, the entrepreneur sets up several legal entities to accommodate the earning of an income and the charitable expenditures in an optimal structure. To be able to sustain the transformation activities in full and address the needs of clients, who are often poor or marginalized from society, the entrepreneur must mobilize other sources of funding from the public and/or philanthropic sectors.
- **Social business ventures:** The entrepreneur sets up a for-profit entity or business to provide a social or ecological product or service. While profits are ideally generated, the main aim is not to maximize financial returns for shareholders but to grow the social venture and reach more people in need. The entrepreneur of a social business venture seeks investors who are interested in combining financial and social returns on their investments.

Role of technology

The Internet, social networking websites and social media have been pivotal resources for the success and collaboration of many social entrepreneurs. In the 2000s, the Internet has become

especially useful in disseminating information to a wide range of like-minded supporters in short amounts of time, even if these individuals are geographically dispersed. In addition, the Internet allows for the pooling of design resources using open source principles. Using wiki models or crowd sourcing approaches, for example, a social entrepreneur organization can get hundreds of people from across a country (or from multiple countries) to collaborate on joint online projects (e.g., developing a business plan or a marketing strategy for a social entrepreneurship venture). These websites help social entrepreneurs to disseminate their ideas to broader audiences, help with the formation and maintenance of networks of like-minded people and help to link up potential investors, donors or volunteers with the organization. This enables social entrepreneurs to achieve their goals with little or no start-up capital and little or no "bricks and mortar" facilities (e.g., rented office space).

New Social Enterprise Business Areas

- Social Supermarket, Online Socially Conscious Marketplace
- Baking/Cooking for a Social Cause, Social Crowd funding
- Efficient Wood Stoves for Developing World
- Innovative Information Product, ,Micro Lending
- Socially Conscious Consumer Electronics
- Education Books on a Social Topic
- Ultra-Modern Technology to Attract Economic Development
- Beauty Products to Support a Social Mission,
- A Virtual Factory of Computer Workers, , Micro Power Generation
- Exercise equipment for social outreach
- A marketplace for social goods, Educational travel company
- Social products and employment for the underserved
- Water for everyone

Framework of successful social enterprises

- **Cross-Compensation** - One group of customers pays for the service. Profits from this group are used to subsidize the service for another, underserved group.
- **Fee for Service** - Beneficiaries pay directly for the good or services provided by the social enterprise.
- **Employment and skills training** - The core purpose is to provide living wages, skills development, and job training to the beneficiaries: the employees.
- **Market Intermediary** - The social enterprise acts as an intermediary, or distributor, to an expanded market. The beneficiaries are the suppliers of the product and/or service that is being distributed to an international market.
- **Market Connector** - The social enterprise facilitates trade relationships between beneficiaries and new markets.
- **Independent Support** - The social enterprise delivers a product or service to an external market that is separate from the beneficiary and social impact generated. Funds are used to support social programs to the beneficiary.
- **Cooperative** - A for profit or nonprofit business that is owned by its members who also use its services, providing virtually any type of goods or services.

Historical Examples of Leading Social Entrepreneurs

- Susan B. Anthony (U.S.): Fought for Women's Rights in the United States, including the right to control property and helped spearhead adoption of the 19th amendment.
- Vinoba Bhave (India): Founder and leader of the Land Gift Movement, he caused the redistribution of more than 7,000,000 acres of land to aid India's untouchables and landless.
- Dr. Maria Montessori (Italy): Developed the Montessori approach to early childhood education.
- Florence Nightingale (U.K.): Founder of modern nursing, she established the first school for nurses and fought to improve hospital conditions.

- Margaret Sanger (U.S.): Founder of the Planned Parenthood Federation of America, she led the movement for family planning efforts around the world.
- John Muir (U.S.): Naturalist and conservationist, he established the National Park System and helped found The Sierra Club.
- Dr VergheseKurien (India) – father of the India’s milk revolution. It was Kurien’s foresight, planning and execution, India through the ‘white revolution’, went from a milk importing country to the world’s largest producer. In a career spanning close to 60 years, Kurien founded around 30 institutions of excellence.

Notable modern Indian social entrepreneurs

Name	Social venture founded	Focus areas
ZubaidaBai	AYZH	Health care
Ela Bhatt	Self Employed Women’s Association	Poverty
Nand Kishore Chaudhary	Jaipur Rugs	Poverty
Abraham George	The George Foundation	Poverty
Bunker Roy	Barefoot College	Education
HanumappaSudarshan	Karuna Trust	upliftment of the forest dwelling tribes
ThinlasChorol	Ladakhi Women’s Travel Company	Tourism
Anshu Gupta	Goonj (NGO)	Clothing, Disaster relief

Challenges of Social Entrepreneurs

- **Dealing with Criticism:** Early stage social enterprises are usually in a learning curve. There are likely to be mistakes made and corrections along the course of the journey, both for the enterprise and the entrepreneur. It is important to appreciate this and see criticism from observers as constructive criticism
- **Seeing Value in Mentorship:** Mentorship is also an important factor in the journey of an entrepreneur. Mentors may be people who are experts in the domain of enterprise ones business is in, or people who are themselves experienced entrepreneurs who may play the role of a guide. Their inputs through experience and expertise could play a big role in avoiding mistakes and preventing from reinventing the wheel.
- **Media Attention:** Media attention can be good to gain customer base and outreach in the starting days, however it is always better to stay grounded when it comes to engaging with the media. The lop side of media attention is that it creates a perception of poor delivery in the long run due to high expectation and undue attention.
- **Funding:** Funding is always the tricky bit for social enterprises. On one hand you run the risk of being seen more of a non-profit, making approaching investors difficult. On the other hand, investors are also wary of too much focus on wealth generation thus non-delivery of social value, in the case of for-profit social enterprises. Thus clearly communicating the values of the organization plays a pivotal role when approaching funders.
- **Building the Right Team:** Another key challenge that social entrepreneurs face is in building a team. A team that is the right fit for the objective of the enterprise. Often times too much emphasis is put on passion as opposed to a practical approach to the business.

Challenges faced by social entrepreneurs in India

- a) Forms of establishment and Access to finance: Firstly, lack of standardized legal model for social enterprise is a common flaw in most countries. Secondly, access to finance is often a major issue given the weak business model and the associated risks.
- b) Taxation: While non-profit organizations are exempt from taxes, tax authorities have not come to terms with social enterprises with profit motive.
- c) Bureaucracy/Regulation: Burden of regulation and bureaucracy is often regarded as excessive especially for small and medium scale social enterprises.

Ways for tackling the challenges

- Social entrepreneurs should always self-reflect and avoid being part of the problem. It is important to realize that in as much as social organisations are about driving social change, they must be managed in a way that does not perpetuate the problem. Social businesses should fight against a culture of getting things for free. Entrepreneurs must aim for financial sustainability and by all means, try to generate funding internally.

- Given the challenges of founding and building social businesses, entrepreneurs can start by specialising in areas of primary expertise, for example in marketing, and build credibility to enable engagement with other industries.
- Entrepreneurs need to think long term, use the opportunities they may have to duplicate models and utilise the mentorship facilities at their disposal.
- To ease on human resource needs, entrepreneurs can fully explore options such as employing students and exchanging equity for labour. To note, because access to finance is difficult, they need to bring human capital on board without expending much capital.
- Getting grants may be difficult and that is why entrepreneurs need to explore other options for finance. These may include building two layer business models that have on one part a purely philanthropic organisation and on the other, a for profit business that helps reduce the financial strain

Recommendations

- Consolidation of legislation and creation of mega-regulator : Simplifying and consolidating the legislation and reducing red-tape are the crucial first steps existing legislation for the incorporation and governance of social enterprises should be reviewed, consolidated and amended on a national level so that the regulations governing social enterprises can be standardized and more easily understood by those who want to become involved in this sector
- To ensure transparency and accountability in the operations of a social enterprise widely accepted systems, procedures and standards must also be set.
- a mega-regulatory body must be created that acts as a single window for incorporation, approval, monitoring and compliance. This body should have state-level centers to reach out to remote parts of the country.
- Taxation and Restriction under the FCRA: The tax law should be based on the understanding and appreciation of the business model a social enterprise. Research and international case studies must be the basis for tax reforms in the social enterprise sector.
- Capacity building and information technology: To initiate dialogue between social entrepreneurs and government an enterprise developmental agency should be established. The goal of such an agency is to create partnership (between entrepreneurs and government), help enterprises in financing, capabilities and management development, technology and innovation, and access to markets.

Conclusion

Indian social enterprise sector has witnessed growth despite the odds against it. To promote the growth of this sector it is critical to understand the economics and value-creation model of social enterprises. The legal, tax and regulatory ecosystem must be consistent with business models of social enterprises. Further, adoption of information technology and e-governance are important to facilitate engagement, capacity building and monitoring of social enterprises. Social entrepreneurship in modern society offers an altruistic form of entrepreneurship that focuses on the benefits that society may reap. Simply put, entrepreneurship becomes a social endeavor when it transforms social capital in a way that affects society positively. It is viewed as advantageous because the success of social entrepreneurship depends on many factors related to social impact that traditional corporate businesses do not prioritize. Unlike traditional corporate businesses, social entrepreneurship ventures focus on maximizing gains in social satisfaction, rather than maximizing profit gains. Both private and public agencies worldwide have had billion-dollar initiatives to empower deprived communities and individuals.

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RURAL ENTREPRENEURSHIP- AN INDIAN SCENARIO

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Abstract

India is a country of villages. About three-fourth of India's population are living in rural areas out of which 75% of the labour force is still earning its livelihood from agriculture and its allied activities. Land being limited is unable to absorb the labour force in agriculture. Therefore, there is a need to develop rural industries to solve rural unemployment and rural migration to cities. Growth and development of rural economy is an essential pre-condition to development of the nation as a whole. The gap between rural urban disparities should be lessened.

Introduction

India in positive direction. India being a developing country with 80 % rural population and 6 to 7 % GDP has paved way for a better entrepreneur development Scenario. The standard of living of the rural people should be increased. Entrepreneurship in rural sector provides an answer to the above problems. Indian rural sector is no longer primitive and isolated. Therefore, entrepreneurship in the rural and tribal areas looms large to solve the problems of poverty, unemployment and backwardness of Indian economy. Rural industrialization is viewed as an effective means of accelerating the process of rural development. Government of India has been continuously assigning increasing importance and support for the promotion and growth of rural entrepreneurship.

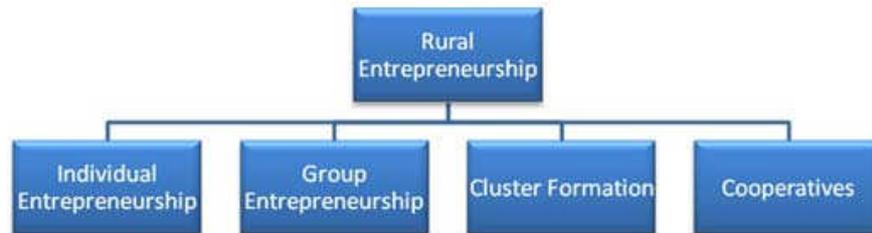
Meaning of Rural Entrepreneurship

Rural entrepreneurs are those who carry out entrepreneurial activities by establishing industrial and business units in the rural sector of the economy. In other words, establishing industrial and business units in the rural areas refers to rural entrepreneurship. In simple words, rural entrepreneurship implies entrepreneurship emerging in rural areas. Or, say, rural entrepreneurship implies rural industrialization. Thus, we can say, entrepreneurship precedes industrialization. "Any industry located in rural area, village or town with a population of 20,000 and below and an investment of Rs. 3 crores in plant and machinery is classified as a village industry."

Concept of Rural Entrepreneurship

Concept of Rural Entrepreneurship Defining entrepreneurship is not an easy task. To some, entrepreneurship means primarily innovation, to others it means risk-taking? To others a market stabilizing force and to others still it means starting, owning and managing a small business. An entrepreneur is a person who either creates new combinations of production factors such as new methods of production, new products, new markets, finds new sources of supply and new organizational forms or as a person who is willing to take risks or a person who by exploiting market opportunities, eliminates disequilibrium between aggregate supply and aggregate demand or as one who owns and operates a business. In other words, migration from rural areas should not only get checked but overpopulated towns and cities should also get decongested. If it is so, ways can always be found out. One is by forcibly stopping villagers from settling in the slums of towns and cities, making use of all powers to clear the slums so the villagers are forced to go back. But such practices have not achieved the desired results in the past. Apart from causing suffering to the poor people and adding to the expenditure of the Government, social tensions and economic hardships created by the government officials and their staff in every demolition of slums is not desirable from a sane government. Moreover, when a slum is demolished people do not move out of urban localities. They only relocate to a nearby place because they are entrenched in the economy

of the town or city. Though governments have tried out various schemes for generating incomes in the rural areas such as government initiatives have not stopped people from moving out of villages to cities. This is because such government initiatives are not on their own capable of enabling people to earn adequately and ameliorate their conditions. There has to be some committed enterprising individual or a group of people.



Individual Entrepreneurship: Entrepreneurship is a process of actions of an entrepreneur who is a person always in search of something new and exploits such ideas into gainful opportunities by accepting the risk and uncertainty with the enterprise.

Group Entrepreneurship: Group entrepreneurship has been coined to describe the process of escorting a group of people through the process of forming, managing and developing a group enterprise until it reaches the point at which the members can carry on without support. There is considerable evidence which suggests that the process of entrepreneurship can be carried out in group basis. Alternatively, the essential factors contributing to entrepreneurship can be successfully developed or made available in a systematic way to a number of people who want to engage in entrepreneurship in an organized group. This paper describes the group enterprises of women and the support environment that prevailed in fostering these group enterprises.

Cluster: A cluster is a small group of people or things. When you and your friends huddle awkwardly around the snack table at a party, whispering and trying to muster enough nerve to hit the dance floor, you've formed a cluster.

Co-operative entrepreneurship: is a form of joint entrepreneurship. Broadly speaking this means that there is more than one entrepreneur involved in the creation of a new venture.¹ A more accurate definition of co-operative entrepreneurship is the establishment of a co-operative enterprise.

Environment Conducive to Entrepreneurship

Behind each of the success stories of rural entrepreneurship there is usually some sort of institutional support. Besides individual or group entrepreneurial initiative the enabling environment supporting these initiatives is of utmost importance. The creation of such an environment starts already at the national level with the foundation policies for macro-economic stability and for well-defined property rights as well as international orientation. Protection of the domestic economy hinders instead of fosters entrepreneurship. National agricultural policies such as price subsidies to guarantee minimum farm incomes and the keeping of land in production when over-production already exists are definitely counter-productive to entrepreneurship. The long run solution for sustainable agricultural development is only one, i.e.' competitive agriculture. While prices can set the direction, entrepreneurs who will meet the challenge of increasingly demanding international markets and who will find profitable alternative uses of land, alternative business opportunities and so on are needed. Therefore, policies and programmes targeted more specifically at the development and channelling of entrepreneurial talent, are needed. Policies to increase the supply of entrepreneurs, policies developing the market for other inputs into successful entrepreneurship, policies for increasing the effectiveness of entrepreneurs and policies for increasing demand for entrepreneurship can significantly speed up entrepreneurial activities at national, regional and community levels. The policies and programmes targeted specifically to the development of entrepreneurship do not differ much with respect to location. From the perspective of the process of entrepreneurship, whether the location is urban, semi-rural or rural is not important in itself. For example, the needs of a would be entrepreneur or an existing small

business do not differ much from those in an urban area. To realise their entrepreneurial ideas or to grow and sustain in business, they all need access to capital, labour, markets and good management skills. What differs is the availability of markets for other inputs. The inputs into an entrepreneurial process, capital, management, technology, buildings, communications and transportation infrastructure, distribution channels and skilled labour, tend to be easier to find in urban areas. Professional advice is also hard to come by. Consequently, entrepreneurial behaviour, the ability to spot unconventional market opportunities, is most lacking in those rural areas where it is most needed i.e., where the scarcity of 'these other inputs' is the highest.

These are the reasons why rural entrepreneurship is more likely to flourish in those rural areas where the two approaches to rural development, the 'bottom up' and the 'top down', complement each other. Developing entrepreneurs requires a much more complex approach to rural development than is many times the case in practice. It requires not only the development of local entrepreneurial capabilities but also a coherent regional/local strategy. Evidence shows that where this is the case, individual and social entrepreneurship play an important role in rural economic, social and community development. The top down approach gains effectiveness when it is tailored to the local environment that it intends to support. The second prerequisite for its success is that ownership of the initiative remains in the hands of members of the local community. The regional development agencies that fit both criteria can contribute much to rural development through entrepreneurship.

Opportunities of Rural Entrepreneurship

Support & Motivation to local people: Rural entrepreneurs have a lot of support from the rural people. Rural village people always encourage and give the motivation to the entrepreneurs.

Low establishment cost: When compared to the urban areas, rural entrepreneurs' business establishment cost is very low. There is no need to construct or facilities huge infrastructure and buildings.

Competitive advantages / Availability of labour: In India seventy percent of the people are living in the village. Majority of the rural people are depending on the agriculture. The agriculture work is not available throughout the year. That is the reason why rural entrepreneurs have the competitive advantage in easily acquiring unskilled and semiskilled labor.

Government policies and subsidies: The government of India is continuously monitoring and introducing the new policies for encouraging the rural entrepreneurship. These policies are very flexible, innovative, liberalized and giving continues support to rural entrepreneurs. At the same time government has also announced huge subsidies for promoting the rural entrepreneurship.

Availability of raw materials: Most of the times the rural entrepreneurs are depending upon the farm based products as raw materials, which are available through-out the year. These raw materials are available in the rural area that is the reason there is no transportation cost and flotation cost.

Cost of production: Rural entrepreneurs cost of production is very low when compared to the urban industries. The factors of production are available with low cost, automatically the cost of production is also low. Because of this rural entrepreneurs can sell their goods and services with cheaper cost.

Optimum utilisation of produces: Optimum utilisation of farm produces is only possible through the rural entrepreneurship only. Most of the rural entrepreneurs depend upon the farm produces as raw materials.

Employment generation for rural youth: Rural entrepreneurs are providing hundred percent jobs for rural youth. If the rural entrepreneurs are succeeding in this activity the migration of the people to urban from rural will be immediately stopped to a maximum extent.

Promotion cost: There is no promotion cost for rural entrepreneurs: In fact the competition is very less. Particularly there is no need for advertising and other promotional activities for their products.

Potential customer: In this twenty-first century rural villagers are economically strong and also heavily populated. This heavy population can be converted as potential customers. That is the reason all the MNC's are concentrated in rural villages for their potentiality.

Building the goodwill: Rural entrepreneurs have a lot of scope building the goodwill. Most of the rural entrepreneurs have ethical values and also these people do not work for pure profits.

Types of Rural Industries

All the village industries come under the following broad categories:

Agro Based Industries: like sugar industries, jaggery, oil processing from oil seeds, pickles, fruit juice, spices, dairy products etc.

Forest Based Industries: like wood products, bamboo products, honey, coir industry, making eating plates from leaves.

Mineral based industry: like stone crushing, cement industries, red oxide making, wall coating powders etc.

Textile Industry: like spinning, weaving, colouring, bleaching.

Engineering and Services: like agriculture equipments, tractors and pumpsets repairs etc.

Role and Importance of Rural Entrepreneurs in India

The development of rural entrepreneurs is a complex problem which can be tackled by the social, political and economic institutions. The sooner they are established the better it would be for the entrepreneurial development in the rural sector and the economic growth of the country.

1. Provide Employment opportunities

Rural entrepreneurship is labor intensive and provides a clear solution to the growing problem of unemployment. Development of industrial units in rural areas through rural entrepreneurship has high potential for employment generation and income creation.

2. Check on migration of rural population:

Rural entrepreneurship can fill the big gap and disparities in income rural and urban people. Rural entrepreneurship will bring in or develop infrastructural facilities like power, roads, bridges etc. It can help to check the migration of people from rural to urban areas in search of jobs.

3. Balanced regional growth:

Rural entrepreneurship can dispel the concentration of industrial units in urban areas and promote regional development in a balanced way.

4. Promotion of artistic activities:

The age-old rich heritage of rural India is preserved by protecting and promoting art and handicrafts through rural entrepreneurship.

5. Check on social evils:

The growth of rural entrepreneurship can reduce the social evils like poverty, growth of slums, pollution in cities etc.

6. Awaken the rural youth:

Rural entrepreneurship can awaken the rural youth and expose them to various avenues to adopt entrepreneurship and promote it as a career.

7. Improved standard of living:

Rural entrepreneurship will also increase the literacy rate of rural population. Their education and self-employment will prosper the community, thus increasing their standard of living.

Problems of Rural Entrepreneurship

Developing entrepreneurship especially rural entrepreneurship is not so easy. It is constrained by several problems. Some of the problems faced by rural entrepreneurs are as follows:

Lack of finance: Finance is the lifeblood of the business. Most of the rural entrepreneurs are mainly struggling to raise the finance for their businesses. Non availability of adequate collateral security often mars the chances of rural youth in obtaining adequate funds in time to set up their own venture. Due to this, the entrepreneurs are forced to take credit from village money lenders who charge exorbitant rates of interest.

Lack of knowledge: There is a distinct lack of adequate knowledge of entrepreneurial opportunities among the rural youth. The educated and trained youths mostly leave for urban destinations in search of jobs.

Lack of technical know-how: On account of the faulty education system rural youth lack managerial, professional, technical know-how which is an impediment in developing the spirit of enterprise, consequently not many people come forward to establish self-employment units.

Absence of enterprising skill: Most of the rural people in India lack risk bearing ability. Reluctant to involve oneself in business, inclination towards wage employment, lack of creative thinking are few reasons which have restricted the growth of self-employment in rural area.

Lack of infrastructural facilities: Rural areas are characterized by poor infrastructural facilities viz, roads, water, market, electricity, street lighting, road transport, storage and communication etc. which hamper the smooth movement of various industrial activities.

Adverse social, cultural and industrial environment: Social evils, caste systems, fatalism, religious superstitions, particularly in the country side, do not allow development of adventurous spirit. Lack of skill and expertise in labourers, their tendency to migrate to cities and consumer's habit to buy goods produced by big companies create many problems for new entrepreneurs.

Lack of market information: due to poor communication facility The absence of effective communication and access to the right information makes it difficult for rural entrepreneurs to understand market trends and policies followed by the government on industrialization.

Non availability of skilled labours: In rural areas, skilled labours cannot be found easily by the entrepreneurs. Highly skilled personnel prefer to work in big cities due to high salary than rural areas.

Low quality products: Nowadays, the consumers are more sensitive to the quality of the products. But, rural entrepreneurs cannot produce quality products due to poor quality of raw materials and lack of standardized tools and equipments.

Fear to invest in the business: Rural entrepreneurs have low risk bearing ability due to lack of financial resources and external support. So, they restrict to invest in their businesses in rural areas.

Competition: Rural entrepreneurs are facing tough competition from urban entrepreneurs and larger scale organizations. They cannot compete with the urban entrepreneurs due to lack of standardization and branding of the products.

Middleman: Rural entrepreneurs mainly depend on middlemen for marketing their products. But they betrayed by offering low prices to their goods.

Conclusion

“Poor of the World can't be helped by mass production but only by production by masses”. - Mahatma Gandhi

Rural industries play an important role in the national economy, particularly in the rural economy. Rural entrepreneurship is important not only as a means of generating employment opportunities in the rural areas with low capital cost and raising the real income of the people, but also its contribution to the development of agriculture and urban industries. Without rural industrialisation, it would not be easy to solve the problem of unemployment in rural areas. Rural entrepreneurship can be considered one of the solutions to reduce poverty, migration, economic disparity, unemployment and develop rural areas and backward regions. Rural entrepreneurship cannot be developed without significant training. Therefore, instead of just schemes as the carrot for entrepreneurship development an intensive training needs to be provided to the youth in rural India. The problem is that most of the rural youth do not think of entrepreneurship as the career option. Therefore, the rural youth need to be motivated to take up entrepreneurship as a career, with training and sustaining support systems providing all necessary assistance.

A STUDY ON MAJOR CONSTRAINTS AND INCOME LOSS IN ORNAMENTAL FISH FARMS ENTREPRENEURS IN RAMANATHAPURA DISTRICT, TAMIL NADU

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Abstract

Ornamental fish keeping and its propagation has been an interesting activity for many, which provide not only aesthetic pleasure but also financial openings. About 600 ornamental fish species have been reported worldwide from various aquatic environments. Indian waters possess a rich diversity of ornamental fish, with over 100 indigenous varieties, in addition to a similar number of exotic species that are bred in captivity. An attempt is made in the present paper to understand the major constraints and income loss in ornamental fish farms entrepreneurs in Ramanathapuram district. In the study was carried out among 50 respondents focusing ornamental fish farms in Ramanathapuram district by adopting random sampling technique. The selected farms were classified into small less than 0.5 ha and medium farms more than 0.5-2 ha and the data were collected by personally interviewing the fish farm entrepreneur. The study attempted to analyze the income and loss of respondents, constraints involved in ornamental fish farming, annual revenue loss due to major constraint.

Keywords: *ornamental fish forming, constraints, diseases and income loss.*

Introduction

Ornamental fish keeping is one of the most popular hobbies in the world today. The growing interest in aquarium fishes has resulted in steady increase in aquarium fish trade globally. The top exporting country is Singapore followed by Honkong, Malaysia, Thailand, Philippines, Srilanka, Taiwan, Indonesia and India. India's share in ornamental fish trade is estimated to be Rs 158.23 lakh which is only 0.008% of the global trade. The major part of the export trade is based on wild collection. There is very good domestic market too, which is mainly based on domestically bred exotic species. The overall domestic trade in this field cross 10 crores and is growing at the rate of 20 per cent annually. The earning potential of this sector has hardly been understood and the same is not being exploited in a technology driven manner. Considering the relatively simple technique involved, this activity has the potential to create substantial job opportunities, besides helping export earnings. Ninety five per cent of our ornamental fish export is based on wild collection. Majority of the indigenous ornamental fish trade in India is from the North Eastern states and the rest is from Southern states which are the hot spots of fish bio diversity in India

Object of the Study

1. To study the constraints faced by the ornamental fish farm entrepreneur in Ramanathapuram district.
2. To estimate the revenue loss due to major constraint in ornamental fish culture sector.
3. To evaluate the treatment cost of deceased ornamental fishes and income loss in ornamental fish culture.

Collection Data

In Tamil Nadu, Ramanathapuram district was purposively selected owing to its importance in the contribution towards ornamental fish production, next to Madurai and Kolathur (Chennai), an ornamental hub in Tamil Nadu. The ornamental fish units were classified into small farms and medium farms. The sample size was fixed as 30% for each category and hence 30 small farms (0.5ha) and 20 medium farms (0.5-2 ha) were randomly selected out of 100 small farms and 67 medium farms, respectively.

Table 1

Sl. No	Name of the Sample Place	Number of Sample Respondent	
		Small	Medium
01	Rameswaram	10	06
02	Mandapam	15	10
03	Devipatinam	10	08
04	Thirupulani	10	08
05	Keelakarai	15	10
06	Uchipuli	10	05
07	Pampan	10	06
08	Ramanathapuram	10	07
09	Thondi	10	07
Total		100	67

Tools for Analysis

Garrett ranking technique was employed to identify the preference of the constraints associated with the ornamental fish farming as expressed by the ornamental fish farmers. For converting the scores assigned by the ornamental fish farmers towards the particular constraint, percent position for each rank was worked out using the following formula.

$$\text{Percent Position} = \frac{100 (R_{ij} - 0.05)}{N_j}$$

Whereas,

R_{ij} = Rank given for the i th constraint by j th individual

N_j = Number of constraints ranked by j th individual

By referring to Garrett's table, the percent positions estimated were converted into scores. Simple tools of analysis like percentage analysis were used in the study.

Occupational Status and Farm Size

It is observed from the table that out of 50 respondents, 60% of the small farmers had ornamental fish culture as their primary occupation, 40% of medium farmers had ornamental fish culture as their primary income source.

Table 02

Sl. No	Occupational Status and Farm Size	Number of Respondent	Percentage
1	Small (0.5 ha)	30	60
2	Medium(05-2 ha)	20	40
Total		50	100

Age of the Respondent

It is observed from the table that out of 50 respondents, 47% of the respondent belong to the age group of 35-45 years in small farmers and 25% in medium farmers, 27 % of the respondents belong to the age group 25-35 years and 15 % of the respondent in medium, 16 % of the respondent belong to the age group 45-55 years , and medium farmer 40% respondent, 10 % of the respondent belong to the age group above 55 years , and medium farmer 20%.

Table 03

Sl. No	Age in (year)	Number of Respondent In Small Farmers	%	Number of Respondent In medium farmers	%
1	Below 25	00	-	--	--
2	25-35	8	27	03	15
3	35-45	14	47	05	25
4	45-55	05	16	08	40
5	Above 55	03	10	04	20
Total		30	100	20	100

Experience of the Fish forms Entrepreneur

It is observed from the table that out of 50 respondents, 50% of the small and 40% of medium ornamental fish farm entrepreneur had experience below 10 years, 30% of the small and 15% of medium ornamental fish farm entrepreneur had experience 10-15 years, 14% the small and 25% of medium ornamental fish farm entrepreneur had experience 15-20 years, 6% the small and 20% of medium ornamental fish farm entrepreneur had experience had above 20 years.

Table 04

Sl. No	Experience in (year)	Number of Respondent in Small	%	Number of Respondent in Medium	%
1	Below 10	15	50	8	40
2	10-15	09	30	3	15
3	15-20	04	14	5	25
4	Above 20	02	06	4	20
Total		30	100	20	100

Analysis of Production Constraints Encountered in Ornamental fish Farming

It could be inferred from the Table 5 that disease outbreak due to environmental factors and poor water quality management was the most prominent problem associated with the ornamental fish culture which occupied the first and second with a mean score of 74.15 and 68.05 for small and 75.21 and 70.14 for medium farms, respectively. This was followed by insufficient credit facility from institutional sources, absence of technically skilled personnel and labour and risks in breeding egg layers which ranked third, fourth and fifth with a mean score of 51.13, 47.13, and 46.65, and 52.23, 48.18 and 47.13 for small and medium farmers, respectively. The study revealed that poor facilities for genetic improvement and research in farms was ranked the least (mean score -34.16) for small farmers whereas restrictions in providing license for brooders import was considered the least (mean score - 33.23) by medium farmers

Table 05

S. No.	Production Constraints	Small Farmers (n=30)		Medium Farmers (n=20)	
		Mean Score	Rank	Mean Score	Rank
1	Disease outbreak due to environmental factors	74.15	I	75.21	I
2	Disease outbreak due to poor water quality management	68.05	II	70.14	II
3	Absence of technically skilled personnel and labour	47.13	IV	48.18	IV
4	Risks in breeding egg layers	46.65	V	47.13	V
5	Poor facilities for genetic improvement and research in farms	34.16	IX	35.22	VIII
6	Lack of brood fish resource	40.25	VI	37.23	VII
7	Restrictions in providing license for brooders import	36.25	VIII	33.23	IX
8	Mortality during transport	39.17	VII	39.00	VI
9	Insufficient credit facility from institutional sources	51.13	III	52.23	III

Analysis of Marketing Constraints Encountered in Ornamental Fish Farming

From the study, it could be inferred that tough competition and uncertainty in demand were found to occupy the first and second rank of marketing constraints with a mean score of 73.15 and 67.05 and 76.21 and 77.14 for small and medium farmers, respectively. Absence of government local market, marketing organization for development and inadequate facilities for marketing were also considered as marketing constraints by the respondent farmers with different ranks.

Table 6

S.No	Marketing Constraints	Small Farmers(n=30)		Medium Farmers (n = 20)	
		Mean Score	Rank	Mean Score	Rank
1	Tough Competition	73.15	I	76.21	I
2	Uncertainty in demand	67.05	II	71.14	II
3	Absence of government market locally	48.13	IV	49.18	III
4	Absence of Marketing Organization	45.65	V	47.13	IV
5	Inadequate facilities of Marketing	35.16	III	36.22	V

Analysis of other constraints encountered in ornamental fish farming

Table 7 depicted the other constraints that are faced by the ornamental fish farmers. From the study, it was found that there exist gap between farmers and technical institutions in transfer of advanced technologies on ornamental culture practices. It was reported as the top most constraint by both small and medium farmers with a mean score of 70.15 and 71.21, respectively. The next rank was backed by predation of ornamental fishes by birds and animals. Other constraints reported by farmers were pilferage, collection of live feed from far areas and inadequate supply of water and farm area.

Table 7

S. No	Other Constraints	Small Farmers (n=30)		Medium Farmers (n = 20)	
		Mean Score	Rank	Mean Score	Rank
1	Pilferage	70.15	I	75.21	I
2	Predation of ornamental fishes by birds & animals	68.05	II	70.14	II
3	Existence of gap in acquiring advanced technologies on farming practices	48.13	IV	48.18	III
4	Live feed collection from far areas	46.65	V	47.13	IV
5	Inadequate water supply and farm area	51.16	III	35.22	V

Percentage distribution of revenue loss due to diseases firm

Revenue Loss in Small Farms:

Out of 30 small farms surveyed, 06 farms (20.00%) showed revenue loss between Rs. 5001 to Rs. 10,000 per year (Table 8). 15 farms (50.00%) reported loss range of Rs. 10,001 to Rs. 15,000 year. 09 farms (30%) reported loss range of 15001-20000. In small farm units, the fish tanks are subjected to various environmental conditions and also poor management and hence the disease incidence is at higher level due to poor understanding of disease, making the treatment complicate and leading to death of fish in turn the revenue loss.

Revenue Loss in Medium Farms:-

In medium farms, Out of 20 farms surveyed, 05 farms (25.00%) showed revenue loss between Rs. 5001 to Rs. 10,000 per year (Table 8). 10 farms (50.00%) reported loss range of Rs. 10,001 to Rs. 15,000 year. 05 farms (25%) reported loss range of 15001-20000.

Table 8

Loss Range	No of Small Farmer	%	No of Medium Former	%
5001-10000	06	20	5	25
10001-15000	15	50	10	50
15001-20000	9	30	5	25
Total	30	100	20	100

Suggestion

The State Government shall encourage the small scale ornamental fish farmers and interested entrepreneurs to take up farming of highly priced aquarium fishes by extending easy credit facilities and subsidy through bank and other financial institutions to a greater extent so that they could be upgraded to medium scale farmers. Toll free mobile services could be provided to ornamental fish farmers and traders in disseminating advanced breeding techniques, government schemes, demand data, markets and market price, brooders and seed availability. Ornamental fish farming and trade industry needs to be provided with similar facilities and

concessions as given to the agriculture sector. If possible co operatives and Self Help Groups (SHG's) could be formed to facilitate production and marketing of ornamental fishes.

Conclusion

The study on the income and loss of ornamental fish's forms entrepreneur in Ramanathapuram district generated some useful conclusions. It has been found that the income loss due to disease dominance was higher in small farms and the expected profit margin towards selling the disease treated ornamental fishes was predominant in medium scale farms of Ramanathapuram district. It has been noticed that the discrepancy depends on various factors like farm size, type and size of ornamental fish farm, establishment of bio-security systems, technical knowledge in ornamental fish farming methods, disease diagnostics, management practices, investment cost etc. Moreover, the constraints faced by the small and medium ornamental fish farmers are numerous and need to be effectively addressed by government and policy makers particularly in case of dissemination of advanced technologies, establishment of brood bank for ornamental fishes and providing license for importing brooders as expressed by the ornamental fish farmers.

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ECONOMIC ENHANCEMENT OF SELF HELP GROUP ON SCHEDULE CASTE WOMEN WITH SPECIAL REFERENCE TO PARAMAKUDI TALUK

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Abstract

The empowerment of women is one of the central issues in the process of developing nations all over the globe. The State of Tamil Nadu gives due importance in empowering women over several centuries. Contribution by writers and social reformists has been well documented. The present study examines the economic enhancement of scheduled caste women through SHGs in Paramakudi Taluk. The study is based on the primary data been collected through administered interview schedule. About 400 schedule caste women SHG members have been selected through convenience sampling method. The members selected should have been a member in the group for a period of not less than three years. The study relates to a period of four months from May 2015 to August 2015. The study reveals that the Standard of Living Index information infers that the Schedule caste members, after joining the SHG have enhanced their economic status through purchase of durable goods, immovable assets' and improvement of basic amenities. The study proved that the income, savings, consumption, and wealth creation of the schedule caste women SHG members have significantly improved after joining the group. It has enabled them to gain adequate strength by protecting themselves against internal and external shocks.

Introduction

The empowerment of women is one of the central issues in the process of developing nations all over the globe. The state of Tamil Nadu has a tradition of recognizing the importance of empowering women over several centuries. Contribution by writers and social reformists has been well documented. The Government of India has made Empowerment of Women as one of the principal objectives of the Ninth Five Year Plan (1997-2002) and also declared the year 2001 as the year of 'Women's Empowerment'

Review of Literature

Umakanta Tripathy and Pragnya Laxmi Padhi (2011) in his study evaluated the socio-economic conditions of SHGs members in Litimunda Village of Sambalpur District. Primary data have been collected through questionnaire from 275 women SHG members on the basis of multi-stage random sampling. The study proves that the savings and borrowing of women have increased after joining the group and the major reasons for joining the group is mainly to avail credit, gain social and economic empowerment. It has been concluded that the government, NGOs, electronic and print media have to play a vital role in popularizing and alleviating poverty through micro finance and SHGs should discharge their social responsibility.

Basker and Sundar.K (2012) in their study analyzed the economic impact of SHG members during the pre and post membership period taking into account the following variables viz. income, expenditure, saving, borrowing and assets creation. The study shows that there was no drastic change among the members earnings and expenditure level after joining the groups and that there was a great impact on borrowings between Rs.15,000 and Rs.20,000 with the number of borrowers increasing to 21 during the post membership period. The study concluded that the SHGs have brought about an impact on the economic spectrum among its members in respect of enhanced income, spending capacity, borrowing level and savings level.

Rajasekaran. R and Sindha. R (2013) this study assessed the socio-economic background of the women SHGs and their knowledge, skills and earnings capacity of members in Coimbatore

City. The study primarily focus on secondary data has collected from available sources such as government agencies, nabard annual report. The study can be ended that the role of women entrepreneurs' contribution to the society was commendable.

Statement of the problem

Even after six decades of planned development, Indian women, except a privileged minority, have not achieved expected success in the main stream of life. The position of women and their status in the society is an index of their civilization. SHGs are, at present, playing a vital role in empowering women in all respects in India but Schedule Caste Women SHGs members are still in the bottom level due to lack of financial assistance (micro-credit) from formal and informal sectors, community support, family support, political support, marketing facilities and government support etc. Ramanathapuram district is one among the under developed districts in Tamilnadu and hence this paper throws light on the economic development of schedule caste women SHG members in Paramakudi Taluk.

Objectives of the study

The overall objective of the study is to examine the economic enhancement of women members through SHG functioning in the Paramakudi Taluk. Following are the specific objectives

- Study the background information of Schedule Caste SHG members in Paramakudi Taluk.
- Evaluate the impact of SHG programmes on the living standards of SHG members.

Hypothesis of the Study

H₀: There is no change in the living standard of the schedule caste members before and after joining the group.

Research Design and Methodology

Nature and Source of Data

The study is based on both primary and secondary data. Secondary data were collected from the publications of District Rural Development Agency, NGOs and other government departments and societies. Primary data have been collected by administering structured interview schedule to the Schedule Caste SHG members who are in the group for a period of not less than three years. Secondary data have been collected the Mahalir Thittam Office, Journal, Magazine, Internet and Annual Report.

Period of Study

The study relates to a period of four months from May 2015 to August 2015.

Sample Size

There are seven taluks in Ramanathapuram District, out of which Paramakudi taluk is having the highest level of schedule caste women SHGs. It covers the following areas such as Emaneswaram, S.Kavanur, Gandhi Nagar, Malayan Kudi, Devendra Nagar, Vasanthapuram, Kattuparamakudi, Parthibanur and Mudukalathur etc. About 400 schedule caste women SHGs have been selected on the basis of convenience sampling.

Results and Discussion

Table 1 Details of Profile of Members

Age	(%)	Educational Status	(%)	Marital Status	(%)	Monthly Income	(%)
>25 years	09 (02)	No Formal	151(38)	Married	292(73)	> Rs. 2500	155 (39)
26-35 years	91 (23)	Primary	131(32)	Single	36 (09)	2501-5000	223 (56)
36-45 years	212 (53)	Higher Sec.	103(26)	Divorced	21(05)	5001-7500	14 (03)
<45 years	88 (22)	Degree	03(01)	Widowed	46(11)	7501-10000	08 (02)
-	-	Profession	08(02)	Separated	05(01)	< Rs. 10000	00 (00)
-	-	ITI	4(01)	-	-	-	-
Total	400	Total	400	Total	400	Total	400

Source: Primary Data; Figures in Parentheses indicate percentage

Table 1 explains the profile of the SHG members. It is found that with respect to the age of the members of selected NGOs, more than half of the members fall between the age group of '36-45 years', followed by '26-35 years' and very few members fall between the age group of 'below 25 years'. It is observed that majority of the women SHG members fall in the middle age group. It is prudent from the fact that the middle aged women are ready to take risks, since they want to improve their socio-economic status. Table shows that 38 per cent of the SHG members do not have formal education, followed by 32 per cent of the members have completed up to Primary school level, 26 per cent have studied higher secondary level and less number of women have studied up to undergraduate, post graduate level and professional courses. It is found that majority of the respondents do not have formal education due to lack of awareness on imparting education.

It is also found that 73 per cent of them are married, followed by 11 per cent of them are widowed, whereas remaining are unmarried, divorced and separated. The overall observation indicates that married women think that they have to improve their economic status. It is inferred that widows and divorced women are completely independent and that they are ready to face any situation. It also shows that 56 per cent of the members' monthly income range between 'Rs.2501-Rs. 5000' followed by very less than half the members whose income range between 'Rs.5001-Rs.7500' and 'Rs.7501-10000'. This clearly infers that most of the women respondents are independently involved in monetary activities/self-employment activities, independently and with family members, after joining the groups. Therefore, they are economically independent and contribute to their improvement as well as to the family.

Purpose of Joining SHG

While joining the SHG, every woman has several purpose viz. improving the social status, cultivating savings habits, availing loans, meeting household expenditure like rice, vegetables and provisions expenditure, children's education etc. In order to find out the respondents preference in the purpose of joining the groups, we used Garrett ranking technique.

Garrett Ranking technique was used to rank the order of preference of the sample respondents. The following formula was used to convert the order merit into ranks.

$$100 (R_{ij}-0.5)$$

$$\text{Per cent Position} = \frac{\quad}{N_j}$$

R_{ij} - Rank given by the j^{th} individual for the i^{th} factors and

N_j - Number of factors ranked by the j^{th} individual

$$\text{Mean Score} = \frac{\text{Total Garret Score}}{\text{No. of Respondents}}$$

Table 2 Purpose of Joining the Self Help Groups

S. No	Purpose of joining the SHG	Total Score	Mean Score	Rank
1	Cultivate Savings Habit	24691	61.73	III
2	Increase Social Recognition	20700	51.75	IV
3	Carry out Income Generation Activity	16941	42.35	V
4	Avail Loans	29462	73.66	I
5	Meet Household Expenses	27385	68.46	II
6	Compulsion from Peer Members	13883	34.71	VII
7	Compulsion from NGO Officials	13154	32.89	VIII
8	Avail trainings facilities	15793	39.48	VI

Note: Garrett Ranking Technique

Table 2 shows that the respondents' purpose of joining the SHGs. According to Garrett ranking technique, most of the sample respondents confessed that they have joined the SHGs for availing loans which stands at the highest ranking mean score and a total score, followed by meeting household expenditures, cultivating savings habit, increasing social recognition, carrying out income generation activities, availing training facilities and joining the group out of compulsion

from the peer group members. It is noted that compulsion from NGO officials has secured the least rank among all the other factors. The overall observation infers that the women SHG members are recently involved in income generation activities. On the whole, it can be concluded that the dominating factors for joining a group is availing loans, bank and non-governmental organization, meeting household expenditures and cultivate saving habits among the SHG members.

Economic Standard of Living Index

The standard of living index, looks at the change in standard of living of the SHG members before and after the joining the group, based on the data collected on various economic factors like separate room for cooking, type of house, source of lighting, fuel for cooking, toilet facility, sources of drinking water, ownership of livestock and ownership goods such as sewing machine, clock watch, sofa set, fan, radio/ transistor, refrigerator, television, vcr/vcd, bicycle, motorcycle/scooter and car.

The standard of living index is measured based on the score range used by T. K. Roy, Jayachandran and Sushanta K. Banerjee (*Economic and Political weekly*, Oct, 1999, pp.16-2). Accordingly the standard of living status is measured through score range, if the score range falls between the range 0-7, the standard of living is considered to be low. If the score range falls between the range 8-14, it reflects that the standard of living is medium and if the score range is 15 and above, it indicates that the standard of living is high. In order to know the change in the standard of living of members, paired t-test is used. According to the standard of living index result, it is revealed that after joining the group, the standard of living of members and their family have increased. The members' economic status has been enhanced through separate room for cooking, pucca house, electricity facility, cooking facility, drinking water, toilet facility and ownership of goods such as TV, motorcycle, washing machine, cycle, refrigerator, etc.

Table 3 Standard of Living Index of the Sample Respondents

S. No	Range of Standard of Living	Before Joining	After Joining	Paired t- test
1	Low Standard of Living Index	312(78.00)	01(0.25)	Mean (7.520) S.D (2.392) t-value (62.864) d.f = 399 Sig. = 0.000
2	Medium Standard of Living Index	86(21.50)	250(62.50)	
3	High Standard of Living Index	02(0.50)	149(37.25)	
Total Number of Members		400(100)	400(100)	

Source: Primary Data, Note: Significant at 5% Level, *Economic and Political weekly*, Oct, 1999, pp.16-2

The paired t-test value shows that the SHG members who have promoted their micro-enterprises, have enhanced their living standards ($t(399) = 62.864$, $p = 0.000$) at five percent level of significance. The above index information infers that the schedule caste members, after joining the SHG have enhanced their economic status through the 'purchase of durable goods', 'immovable assets' and 'arrangements for infrastructure facilities like drinking water, electricity, toilet, etc.

Summary and Conclusion

- It indicates that majority of the SHG members fall in the middle age group. It is prudent that middle age group women are ready to take risks, since they want to improve their socio-economic status.
- It is found that 73 per cent of SHG members are married, followed by 11 per cent are widows, whereas the remaining live unmarried, divorced and separated.
- It infers that most of the women respondents independently are involved in monetary activities/self-employment activities and act independently with the support of the family members.
- With regard to the purpose of joining the group, result show that the dominating reasons for joining a group are to avail loans from the group, bank and non-governmental organization, meet household expenditure and cultivate savings habit among the SHG members.

- The Standard of Living Index infer that the schedule caste members, after joining the SHG have increased their economic status through the ‘purchase of durable goods’, ‘immovable assets’ and ‘arrangements for infrastructure facilities like drinking water, electricity, toilet, etc.

The study showed that the income, savings, consumption, and wealth creation of the schedule caste women SHG members have been enhanced after joining the group. It enabled them to gain adequate strength to protect themselves against internal and external shocks.

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ROLE OF SELF-HELP GROUPS IN ENTREPRENEURSHIP DEVELOPMENT

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Abstract

One of the influential approaches to develop entrepreneurship and empower women in the rural and underdeveloped region is the formation of Self Help Groups (SHGs). This strategy has fetched noticeable results not only in India but all over the world. Self-help groups are increasingly being used as a tool for various developmental interventions. SHGs are self-governed, with decisions about production and marketing taken collectively, although the group leader is responsible for identifying potential marketing centers and consumers. Informal groups empower rural women to manage rural industries and make decisions collectively for their common economic interests. To continue with this trend as well as to enhance the success rate of SHG entrepreneurs, training programs can be designed and offered to them on a regular basis. Training provides entrepreneurial competencies to help them perform better. This paper highlights the concepts of entrepreneurship development, self-help group, development of entrepreneurship through SHGs and its benefits on entrepreneurial success. It also stress upon the role and contributions of SHGs in economy of the society and women entrepreneurs.

Introduction

Entrepreneurship is the process of creating, launching and executing a new business which may be small or large in nature, offering product, process or service for sale. Entrepreneurship development (ED) refers to the process of enhancing entrepreneurial skills and knowledge through structured training and institution-building programmes. It basically aims to enlarge the base of entrepreneurs in order to hasten the pace at which new ventures are created. This accelerates employment generation and economic development. Entrepreneurship can also be referred as the ability and willingness to develop, systemize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses. Entrepreneurship development focuses on the following qualities of an entrepreneur for the smooth running of a business

- Taking initiative
- Effective utilization of available resources
- Acceptance of risk or failure.

Entrepreneurship is enhanced to lessen the unemployment problem, to overcome the problem of stagnation and to increase the competitiveness and growth of business and industries. Various attempts have been made to promote and develop entrepreneurship. By giving specific assistance to improve the competence of the entrepreneur and his enterprise so as to enhance his entrepreneurial objectives and accommodate more people to become entrepreneurs as well.

Self- Help Group

According to National Bank For Agriculture and Rural Development [NABARD] the apex banking body in India, “An SHG is a small, economically homogeneous and affinity group of rural poor voluntarily formed to save and mutually agree to contribute common fund to be lent to its members as per group decision for their socio-economic development”. Self-help group is an informal group of about 15-20 people from a homogeneous class, who join together for addressing their common problems. Group itself becomes a base to convey necessities and sort out social economical problems of their group members. Main aim of SHG is to make group members self sufficient and self reliant [independent] by self-employment and empowerment through group dynamics. “Unity is strength” is a mantra of SHGs.

Characteristics of an Ideal SHG

- An ideal SHG comprises 15-20 members.
- All the members should belong to the same socio-economic strata of society.

- Rotational leadership should be encouraged for the distribution of power and to provide leadership opportunities to all the members.
- Member should regularly attend meetings, save money and participate in all activities voluntarily.
- The procedure of decision-making in SHG should be democratic in nature.
- The group frames rules and regulations, which are required in its effective functioning.
- Transparency in account keeping and accounts should be maintained and updated regularly.
- An SHG should be a socially viable institution.

Entrepreneurship Development through SHG

7. Phase - I

- **Identifying the common interest of SHG members**

Entrepreneurial activity should be accepted by all the SHG members those who are involved with interest for the successful implementation of an enterprise.

- **Identification of Indigenous Entrepreneurs**

It is necessary to identify indigenous entrepreneurs before establishing the new venture. Knowledge or experiences that have been passed on from one generation to another by word of mouth, which are commonly known as indigenous knowledge. Indigenous Entrepreneurs that are based on the experience of people for generations together cannot be discarded just because they are being practiced from old age. Hence

- **Integrate with latest technology**

Indigenous practices with scientific knowledge will help in developing enterprises, which are more suitable, better problem solving, need based and easily acceptable, with in the available resources and surroundings. It will also help to bridge the existing technological gap.

- **Technical Assistance**

Technical guidance at every step is needed for success of any enterprise. The Government and Non Government Organizations are giving emphasis on women entrepreneurship. Special financial assistance is provided and training programs are organized for women to start their enterprise. There is a big list of Government and Non Government agencies and programs helping for the promotion of women entrepreneurship. The following institutions and programs offer technical guidance for self-employment and entrepreneurship development.

- Women's corporate finance corporation [WCFC]
- Federation of societies of women entrepreneur [FSWE]
- Small entrepreneurship development institute of India [SEDII]
- District industrial center [DIC]
- Development of women and children in rural areas [DWCRA]
- Integrated rural development programme [IRDP]
- Prime Minister's Rozgar Yojana [PMRY]
- Training of rural youth for self-employment [TRYSEM] etc.

Phase - II

Linkage with bank

Sufficient and timely supply of credit is essential for new entrepreneurs' development. Banks are lending more freely to women entrepreneurs today. Yet, government has to lend more subsidies to women self-help groups. Financial problems are being solved by National Bank for Agriculture and Rural Development [NABARD] through providing credit facilities to SHG's on the basis of 5 principles of "Development through credit:

- Credit must be used in accordance with the most suitable methods of science and technology.
- The terms and conditions of credit must be fully respected.
- Work must be done with skill so as to increase production and productivity.
- A part of the additional income generated by using credit must be saved.
- Loan installments must be repaid in time and regularly so as to ensure timely recycling of credit.

Establishing small Enterprise

- Women in SHGs can engage in various income generating activities such as

- value addition of crops
- dairying
- medicinal plants
- Nursery
- bee keeping
- domestic industries like preservation of locally available fruits and vegetables, papad making, masala making, handicrafts, embroidery, quilting, knitting, soft toy making, doll making, pottery, fancy items, candle making, chalk making, agarbatti making, tailoring and garment industry, dari weaving, soap and surf making, beauty parlour, baby crèche centers, etc.

These activities can be started and easily accepted by all the group members with mutual consent

Identifying target customers

The existence and survival of any enterprise depends on consumers. To achieve consumer satisfaction, products must be made available in the right form, on the right time at the right place and in the right manner that would stimulate the consumer to obtain. An entrepreneur may have two options either to respond to market demand or create demand. The creation of demand is though very tough, it is the responsibility of an entrepreneur to achieve their goal to gain profit. On the other side, is directly related to the satisfaction of consumer needs & wants that are unlimited in nature. Enterprise therefore is recognized as an economic activity to exploit the endless wants & convert this opportunity into profit. Hence, an entrepreneur should explore and identify the consumers for their produce before production because without knowing the demand and attitude of consumers towards the produce, production is useless.

Phase III

Marketing

Marketing as a process or a function originated and developed along with human civilization. A market is a place or geographical area where buyers and sellers meet together for the purpose of offering goods or services for sale and transfers the ownership of title. This obviously means that a market is a geographical area and is found where a commodity is concentrated for sale". Packaging, branding, standardizing are some other forms of processes carried on to increase the value and utility of products. Generally women entrepreneurs will have small-scale business they have to strive hard to sell their products in the modern competitive world. Thus, women entrepreneur should enhance her knowledge and skills regarding marketing strategy. Success of a small-scale enterprise mainly depends on the local and nearby market.

Identification of Predicament

Any new business will face the problems once it has come to the market as it lacks experience. Problems and constraints facing by women entrepreneurs should be identified and enlisted. Group discussion should be made on the existing problems for recovery.

Sort out Predicaments by Group Dynamics

The frequent interaction among the members creates an atmosphere of mutual trust and encourages the members to participate in decision-making. Possible solutions and alternates should be identified and enlisted to solve the burning problems. Problem should be sort out by the group decisions by keeping in mind the welfare of all the group members.

Exemplifying new ideas and Innovations

Society is changing constantly by adopting new practices. It is necessary to embody new ideas, innovations and appropriate technologies in the existing enterprise for its sustainable development. Technological advances in the environment create new needs for the small entrepreneur as far as adaptation and adjustment is concerned. Entrepreneurs may need to learn how to adjust to the new technological environment. Though a lot has been done to uplift and promote women but benefits are still not reaching them. The condition of women workers is far from satisfactory and is worsened by their socio economic heritage. Thus, it is necessary to recognize talent and abilities of women community for development of our national economy.

Role of SHGS in Entrepreneurship Development

Self-Help groups are playing a significant role in the development of entrepreneurship, economy of the individual and nation. The following are the roles carried out by SHGs.

- Getting idea of starting a business based on market analysis through the guidance of NGO, Banks and training centers supported by government.
- Starting a business with group synergy
- Implementing entrepreneurial skills on finance, production, marketing and human resource acquired through training and personal experience for the successful running of a small business.
- Utilizing local resources which are idle/unutilized
- Sharing the strengths of group members to overcome risks arises out of uncertain events.
- Effective management of resources required to lead the business successfully

Benefits Enjoyed by SHGS through Entrepreneurship Development

Financial access

Cash flow is the lifeblood of any growing business, and entrepreneurs are always searching for ways to access more finance at the correct time. SHGs are directed to proper financial institutions to mobilize funds to raise capital.

Market access

It is important that the access of markets for growing entrepreneurial businesses has to be achieved. SHGs are guided to access the markets to promote their products.

Business Guidance

Mentors on strategy, finance, marketing, sales, and personal development guide them to develop their business to the next level.

Back Office Support

Small businesses need certain staff resources to grow, but aren't able to afford them or don't fully utilise their services to make it cost effective to employ them full time. In many cases, a small business will then do without a bookkeeper or receptionist, which can have a negative impact on their business. People are directed to help entrepreneurs to support their back office work.

Access to Specialists

Entrepreneurs require specialist services such as tax, human resources, legal etc. Many entrepreneurial businesses are unsure of who are the appropriate specialists to engage with that are cost effective and experts in their respective fields. This has been addresses and solved by proving guidance.

Entrepreneurial Learning

Successful entrepreneurs are lifelong learners, and are obsessed with obtaining information and skills that will unlock their entrepreneurial potential.

Access to Infrastructure

Business infrastructure is expensive and often not ideally located. As part of the entrepreneurship programme, entrepreneurs can have access to rooms, boardrooms, IT and front-desk infrastructure facilities. They'll also be able to rent offices on a month-to-month basis.

Conclusion

Entrepreneurship development programme has been insisted to reduce unemployment and to increase individual and nation's economy and living standards of the society. As identifying the potential entrepreneurs is not as easy as possible, it can be done through self- help groups which are striving to increase their socio-economic level. SHGs are provided with proper training on entrepreneurial skills and the ways to access other infrastructure facilities available to them. SHG model is one of the ways to enhance entrepreneurship to develop the nation by increasing economy of the individual members in the self-help group. Entrepreneurship is not only promoting the owner of the enterprise and also increases the living standard of those who have got employment through it.

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WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS IN TAMIL NADU, INDIA

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Abstract

Self-help groups are started by non-governmental organizations (NGOs) that generally have broad anti-poverty agendas. Self-help groups are seen as instruments for goals including empowering women, developing leadership abilities among poor people, increasing school enrollments, and improving nutrition and the use of birth control. Financial intermediation is generally seen more as an entry point to these other goals, rather than as a primary objective. This can hinder their development as sources of village capital, as well as their efforts to aggregate locally controlled pools of capital through federation, as was historically accomplished by credit unions. Keeping this in mind the researcher made study. A study on original and women empowerment through self help groups in India. Research data have been collected from various available sources.

Key words: *Self Help Groups, Goal, NGO, NABARD*

Origin of Self Help Groups

Self-help groups (SHGs) first emerged in MYRADA in 1985. In 1986/87 there were some 300 SHGs in MYRADA's projects. Many had emerged from the breakdown of the large cooperatives organized by MYRADA.² In these areas, a number of members asked MYRADA to revive the credit system. They usually came in groups of 15-20. When reminded of the loans they had taken out from the cooperative, they offered to return them to MYRADA, but not to the cooperative, which in their experience was dominated by a few individuals. MYRADA staff suggested that they return the money to themselves - in other words to the members who had come in a group to present their case to MYRADA. After some hesitation, they decided to continue meeting in these smaller groups. MYRADA staff realized that they would need training: how to organize a meeting, set an agenda, keep minutes, etc. Efforts were made to train the members systematically. On analysis it emerged that the members were linked together by a degree of affinity based on relationships of trust and support; they were also often homogeneous in terms of income or of occupation (for example, agricultural laborers), but not always. Caste and creed played a role, but in several groups affinity relationships and economic homogeneity were stronger; as a result, several groups included different castes and creeds. From the time that the first SHGs emerged in 1985 to the inclusion of the SHG strategy in the annual plan for 2000/01 (Government of India, 2000), several important steps were taken by the National Bank for Agriculture and Rural Development (NABARD), the Reserve Bank of India (RBI) and leading NGOs, as well as by multilateral agencies, particularly IFAD.³ The SHG strategy is an important component of the Government's overall thrust to mitigate poverty and has been included in every annual plan since 2000. This period of 20 years can be divided broadly into two phases.

Self Help Groups From 1987-1992

During this phase - largely omitted in recent studies - NABARD focused on supporting NGO initiatives to promote SHGs and on analyzing their potential and performance. In 1987 NABARD first put funds into the SHG/SAG⁴ movement (in response to a proposal from MYRADA submitted in 1986). In 1987 it provided MYRADA with a grant of 1 million Indian rupees (Rs) 5 to enable it to invest resources to identify affinity groups, build their capacity and match their savings after a period of 3-6 months. The grant was based on MYRADA's experience in promoting SHGs since 1985 and the initiative of the NABARD chairperson at that time, Shri P.R. Nayak. As a result of the feedback from this initiative, in 1989 NABARD launched an action research project in which similar grants were provided to other NGOs. After an analysis of this action research, and owing to the efforts of successive NABARD chairpersons and senior management, in 1990 RBI accepted the SHG strategy as an alternative credit model. NABARD (1992) issued guidelines to provide the framework for a strategy that would allow banks to lend directly to SHGs. Based on these initial experiences,

the SHG-Bank Linkage Programme was launched in 1992 (this second phase is described in Section III). Since then - and on the basis of its extensive network of officers - NABARD has promoted and monitored the SHG programme, provided funds for capacity building and innovation, and helped change policy to create an enabling environment. The Tamil Nadu Women's Empowerment Project, an IFAD-supported project implemented through the Tamil Nadu Women's Development Corporation, was the first project in the country, in about 1990, to incorporate the SHG concept into a state sponsored programmed. MYRADA was asked to play a lead role, which it agreed to do in Dharmapuri District. This was a year or more before the launch of the SHG-Bank Linkage Programmed. The empowerment of women was sought through SHG strengthening, with capacity-building modules, and through the provision of credit for income-generating activities.

Evolution of the SHG Movement in India

The first organized initiative in this direction was taken in Gujarat in 1954 when the Textile Labor Association (TLA) of Ahmadabad formed its women's wing to organize the women belonging to households of mill workers in order to train them in primary skills like sewing, knitting embroidery, typesetting and stenography etc. In 1972, it was given a more systematized structure when Self Employed Women's Association (SEWA) was formed as a Trade Union under the leadership of Ela Bhatt. She organized women workers such as hawkers, vendors, home based operators like weavers, potters, papad / agarbatti makers, manual laborers', service providers and small producers like cattle rearers, salt workers, gum collectors, cooks and vendors with the primary objective of (a) increasing their income and assets; (b) enhancing their food and nutritional standards; and (c) increasing their organizational and leadership strength. The overall intention was to organize women for full employment. In order to broaden their access to market and technical inputs, these primary associations were encouraged to form federations like the Gujarat State Mahila SEWA Cooperative Federation, Banaskantha DWCRA, and Mahila SEWA Association etc. Currently, SEWA has a membership strength of 9, 59,000 which is predominantly urban. In the 1980s, Myrada - a Karnataka based non-governmental organization, promoted several locally formed groups to enable the members to secure credit collectively and use it along with their own savings for activities which could provide them economically gainful employment. Major experiments in small group formation at the local level were initiated in Tamilnadu and Kerala about two decades ago through the Tamilnadu Women in Agriculture Programmed (TANWA) 1986, Participatory Poverty Reduction Programme of Kerala, (Kudumbashree) 1995 and Tamilnadu Women's Development Project (TNWDP) 1989. These initiatives gave a firm footing to SHG movement in this State. Today, around 44% of the total Bank-linked SHGs of the country are in the four southern States of Andhra Pradesh, Tamil Nadu, Karnataka and Kerala.4.3.1.3 The positive experience gained from the above programmes has led to the emergence of a very strong consensus that the twin concepts of (a) small group organization and (b) self-management are potent tools for economic and social empowerment of the rural poor. Efforts have been made almost in all parts of the country to adopt this model as a necessary component of the poverty alleviation programmes.

Table 1 Grant Assistance Extended to SHIPs as on 31.03.2016

(Rs. In Lakh)

S. No	Agency	Cumulative Position up to 31.03.2016			
		No of SHG Sanctioned	Amount Sanctioned	No of SHG Promoted	Amount released
1.	NGOs	6,50,132	30,475	4,58,033	10,308
2.	NGO - MFIs	0	0	0	0
3.	RRBs	56,048	1,341	44,344	324
4.	CO-operative Banks	68,762	1,072	55,126	482
5.	IRVs	29,810	514	14,084	88
6.	Farmer's Clubs	5,098	41	1,995	21
7.	Self Federation	300	32	195	15
8.	PALS	13,430	593	1,601	57
	Total	8,23,580	34,068	5,75,378	11,295

Source: Annual Report, NABARD - 2015-2016

That the table 1 reveals the cumulative assistance sanctioned to various agencies was Rs.340.68 crore for promoting 8.23 lakh SHGs against which assistance of Rs.112.95 crore was released for formation of 5.75 lakh SHGs as on 31.03.2016.

Table 2 Progress of SHG - Bank Linkage Programs (as on 31.03.2016)

S. No	Particulars	2014		Amount in Rs. Cr 2015	
		Number of SHGs	Amount	Number SHGs	Amount
1.	Loan distributed	13,66,421	24,017	16,26,238	27,582
2.	Loan Outstanding	41,97,338	42,927	44,68,180	51,545
3.	Savings with banks	74,29,500	9,897	76,97,469	11,059
	Total	1,29,93,259	76,841	1,37,91,887	43,796

Source: Annual Report, NABARD - 2015-2016

Table 2 depicts the rural poor, thought to be unbendable prior to the SHG-Bank linkage programme now constitute a staggering 4.4 million SHGs having credit outstanding of Rs. 51,545 crore in the formal lending institution About 1.6 million SHGs had availed credit support of Rs. 27,582 from various bank

Table 3 Region wise status of Bank Loan Distributed to SHGs during 2015-2016
(Total Loan Distributed [Rs. in Lakh: Average was distributed in Rs/SHGs])

Regions	2013-2014			2014-2015			2015-2016		
	No of SHGs	Total Loans Distributed	Average Loan Distributed	No of SHGs	Total Loans Distributed	Average Loan Distributed	No of SHGs	Total Loans Distributed	Average Loan Distributed
North Eastern	16201	12819	79125	18791	15795	84056	26037	21969	84375
Northern	23918	28048	117269	43848	42873	97777	38106	48298	126746
Central	66393	61807	93092	109231	110909	101536	84282	119067	141272
Western	87846	86444	98404	97341	117080	120279	112525	188632	167636
Eastern	297478	151067	50783	351800	329602	93690	412576	349486	84709
Southern	874585	2061551	234718	1005227	2141972	213083	1158797	3001235	258996
All India	1366421	2401736	175768	1626238	2758231	169608	1832323	3728690	203495

Source: Annual Report - NABARD - 2015-2016

Table 3 describes the numbers of SHGs availing bank loan, total amount of credit disbursed by banks as well as the average credit disbursement to SHG's in different Regions during past three years are given in Table. There was 35% jump in quantum of credit disbursement in 2015-16 compared to 15% last year and 20% jump in average credit disbursement per SHG compared to a decline of 3.5%. The states of Andhra Pradesh, Telangana, Karnataka, Tamilnadu and West Bengal were the major contributions to this quantum growth.

Self Help Groups In Tamilnadu

Self Help Group (SHG) is a group of 12 to 20 women of the same socio-economic background who come forward voluntarily to work together for their own upliftment. The unique feature of the SHG is its ability to inculcate among its members sound habits of thrift, savings and banking.

Regular savings, periodic meetings, compulsory attendance, and systematic training are the salient features of the SHG concept. Each group selects one animator and two representatives from among themselves. The animator is responsible for providing leadership to the group and to maintain the various registers. The representatives assist the animator and maintain the bank accounts of the group.

- Self Help Groups consist of 12-20 BPL women members in the age group 18-60 years residing in the same area.
- NGOs and PLFs affiliated with TNCW undertake the formation of SHGs.

- They are trained to become cohesive as a group through regular meetings and encouraged to cultivate savings habit.
- Capacity Building Programmes such as SHG and A & R training are imparted to the Group members and within a period of six months.
- After a period of 6 months, SHGs are rated for Credit Linkage by a Committee consisting of Bankers, APOs, NGOs, Block level officer and PLF Representative.
- For the eligible Credit rated SHGS, credit facilities are largely made available through Banks, both for revolving fund and economic activity.
- Other sources of funding for Credit linkage are SGSY, TAHDCO, NABARD & SJSRY
- Under various Skill Training Programmes, eligible SHG members are encouraged to start economic activities or undertake self employment.
- Efforts are made by TNCDW for marketing the products produced by SHGs wherever possible locally and for sale in exhibitions.

In order to enable all poor women living below poverty line to join and benefit from the Self Help Group movement, the group formation is undertaken with special focus on NREGS women workers, urban slum dwellers and in Village Panchayats where SHG coverage is still inadequate. Hence, Tamil Nadu will have the distinction of enrolling all women living below the poverty line into SHG movement.

Table 4 Group Formation in Tamilnadu top Ten Districts
(Rural Women Self Help Groups formed by TNCDN as on 31.02.2012)

S. No	District	Rural No. of Groups	Rank	No. of Members	Rank
1	Villupuram	21,886	I	3,36,630	I
2	Kanchipuram	19,928	II	3,07,363	II
3	Thiruvannamalai	18,124	III	2,06,673	III
4	Vellore	17,168	IV	2,64,677	IV
5	Cuddalore	16,484	V	2,55,320	V
6	Thanjavur	15,841	VI	2,41,905	VI
7	Tirunelveli	14,519	VII	2,01,928	VII
8	Nagapattinam	13,604	VIII	2,10,289	VIII
9	Trichy	13,503	IX	2,07,546	IX
10	Thiruvallur	13,347	X	2,26,241	X
11	Other districts	2,07,688		24,58,572	
	Total	3,72,092		57,37,023	

Source: <http://www.tamilnadumahalir.org>

Table 4 shows that Vilupuram district is the first place for Group formation in Tamilnadu Rural Women Self Help Groups among all district and followed by Kanchipuram, Thiruvannamalai the place of second and third respectively group formation in Tamilnadu Rural Women self help group.

Table 5 Group Formation in Tamilnadu top Ten Districts
(Urban Women Self Help Groups formed by TNCDW as on 31.03.2012)

S. No	District	Rural No. of Groups	Rank	No. of Members	Rank
1	Chennai	31,344	I	4,83,322	I
2	Kanyakumari	9,583	II	1,47,590	II
3	Coimbatore	9,545	III	1,47,273	III
4	Salem	9,330	IV	1,43,079	IV
5	Kanchipuram	9,307	V	1,42,832	V
6	Tirunelveli	9,111	VI	88,025	X
7	Thiruvallur	8,127	VII	1,39,407	VI
8	Erode	7,468	VIII	1,15,432	VII
9	Trichy	6,785	IX	1,04,454	VIII

10	Madurai	6,407	X	98,522	IX
11	Other districts	77,212		12,22,718	
	Total	1,84,219		28,32,654	

Source: <http://www.tamilnadumahalir.org>

Table 5 exhibit that Group formation and number of members in TamilNadu Urban Women Self Help Groups Chennai District is the first rank and followed by Kanniyakumari and Coimbatore the place of second and third respectively Groups and number of members in urban women self help group.

Recommendations

- The role of the Government in the growth and development of the SHG movement should be that of a facilitator and promoter. The objective should be to create a supportive environment for this movement.
- Since a large number of rural households in the North-Eastern States and Central-Eastern parts of the country (Bihar, Jharkhand, Uttar Pradesh, Uttarakhand, Orissa, Madhya Pradesh, Chhattisgarh and Rajasthan) do not have adequate access to formal sources of credit, a major thrust on the expansion of the SHG movement in these areas should be facilitated. The presence of NABARD should be much more pronounced in these places.
- The SHG movement needs to be extended to urban and peri-urban areas. State Governments, NABARD and commercial Banks should join together to prepare a directory of activities and financial products relevant to such areas.
- The SHG - Bank Linkage model with a mentor SHPI in tow deserves to be encouraged as the preferred mode for financial intermediation throughout the country.
- There should be a planned effort to establish RRB networks in the 87 districts of the country which currently do not have RRB presence.
- Special steps should be taken for training / capacity building of government functionaries so that they develop a positive attitude and treat the poor and marginalized as viable and responsible customers and as possible entrepreneurs.
- There is need to review the scale of the promotional grant given to SHPIs by NABARD (currently Rs.1500/- per SHG formed and activated).
- There must be lot more publicity given among the potential beneficiaries about the schemes and contents as well as the authorities in charge and their responsibility.

Conclusion

If self help groups members is given systematic guidance and innovative training method to enhance the area of the group service future will be bright prosperous. The governments have taken special efforts to increase the quantum of credit to self help groups and ensure credit is made available to SHGs in multiple does. Government provide interest free subsidized loan to self help groups to help them come out of poverty.

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PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURS IN SOCIETY

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Abstract

Entrepreneurship can help women's economic independence and improve their society status. Automatically development of women entrepreneurship enables society to understand and appreciate their abilities. The Development of women entrepreneurship is very low in India, especially in the rural areas. Women have become aware of their existence, their rights and their work situation. Women Entrepreneurship is gaining popularity in India and Entrepreneurship amongst Women has been a recent concern which started only after the 1970's with the introduction of Women in India. Women Entrepreneurship is an important part of social and economic development of country. Women Empowerment is must for a modern developed economy through Women Entrepreneurship. This paper focuses on Women Entrepreneurship -Various Problems encountered by Women while setting up a new venture, To Study the factors which Motivates the Women to start their own venture, To Study the role of Government in the growth of Women Entrepreneurship. This Study also suggested some Supportive Measures for the development of Women while pursuing their business.

Keywords: *Women Entrepreneurship, Women Empowerment, Women Growth, Motivational Factors Etc.*

Introduction

Women in India have come a long way from being just 'homemakers'. The world now sees them with a different eye and a new respect. Women entrepreneurship in India has come a long way from women working only part time. Successful women entrepreneurs in India have made their presence felt in every field be it the world of politics, music, fashion, movies and entertainment or business. They are therefore regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities and small businesses focused on fashion, food and other services sector. In modern societies, they have come out of the four walls to move rapidly into engineering industry with low labour intensity, manufacturing, construction and other industrial field. Women owned businesses are highly increasing in the economies 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, zeal, wills, knowledge and adaptability in business are the five important determinants of women to emerge into business ventures. With the advent of media, women are aware of their own traits, rights and also the work situations. The glass ceilings are shattered and women have started plunging into industry also and running their enterprises from pap ad to power cables successfully.

The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. In India, although women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on, but the entrepreneurial world is still a male dominated one.

Meaning and definitions

'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. "Women entrepreneur refers equally to someone who has started a one women business to someone who is a principal in family business or partnership or to someone who is shareholder in a public company which she runs"

Concept of Women Entrepreneur Enterprise

A small scale Industrial unit or Industry - related service or business enterprise, managed by one or more women entrepreneurs in a concern, in which they will individually or jointly have a

share capital of not less than 51% as shareholders of the private limited company, members of cooperative society”.

Characteristics of Women Entrepreneurs

Women entrepreneurs tend to be highly motivated & self directed, they also exhibit a high internal locus of control & achievement. Researchers contend that women business owners possess certain specific characteristics that promote their creativity and generate new ideas and ways of doing things. One key characteristic of all successful entrepreneurs is that they have vision. They find a niche in a particular market and find a way to fill it. They give life to their vision business and either personally or finding a way to make it happen. This “vision” keeps them focused and able to bring product or service to the market. Entrepreneurs are also very self-motivated. They don't wait for someone to tell them to get to work. They are self-propelled and do the work because they want to. They know that it takes discipline and self-sacrifice to make their dreams come true. Think hard before you decided to quit your present job and start your own business. It's doable but not without many sacrifices. Still, the rewards can be great if you're willing to put in the effort. Sharp Communication skills, Good interpersonal skills, Consensus building competencies. Very High level of Emotional Quotient, Good decision making capabilities.

Objectives of the Study

1. To know how to develop women entrepreneurs.
2. To evaluate the factors that motivates the Women to become an Entrepreneur.
3. To offer and suggestions, recommendation problems and prospects of women entrepreneurs in Society

Methodology of Study

The study is mainly based on secondary data taken from the reputed Published Sources like various Books, Economic Survey and Websites on Internet.

Develop the Women Entrepreneurs

Following efforts can be taken into account for effective development of women entrepreneurs.

- For all developmental programmes consider women as specific target group.
- Better educational facilities and schemes should be extended to womenfolk from government part.
- Adequate training programme on management skills to be provided to women community.
- Encourage women's participation in decision-making.
- Vocational training to be extended to women community that enables them to understand the production process and production management.
- Women's development corporations have to gain access to open-ended financing.
- The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
- Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
- Repeated gender sensitization programmes should be held to train financiers to treat women with dignity and respect as persons in their own right.
- A Women Entrepreneur's Guidance Cell set up to handle the various problems of women entrepreneurs all over the state.
- District Industries Centres and Single Window Agencies should make use of assisting women in their trade and business guidance.

Problems of Women Entrepreneurs

There are umpteen problems faced by women at various stages beginning from their initial commencement of enterprise, in running their enterprise. Their various problems are as follows:

1. **Patriarchal Society:** Entrepreneurship has been traditionally seen a male preserve and idea of women taking up entrepreneurial activities considered as a distant dream. Any deviation from the norm is frowned and if possible, immediately curbed.
2. **Absence of Entrepreneurial Aptitude:** Many women take the training by attending the Entrepreneurship Development Programmes without entrepreneurial bent of mind. Women who are imparted training by various institutes must be verified on account of aptitude through the tests, interviews etc.
3. **Marketing Problems:** Women entrepreneurs continuously face the problems in marketing their products. It is one of the core problems as this area is mainly dominated by males and even women with adequate experience fail to make a dent.
4. **Financial Problems:** Obtaining the support of bankers, managing the working capital, lack of credit resources are the problems which still remain in the males domain. Marketing and financial problems are such obstacles where even training doesn't significantly help the women. Some problems are structural in nature and beyond the control of entrepreneurs.
5. **Family Conflicts:** They spend long hours in business and as a result, they find it difficult to meet the demands of their family members and society as well. Their inability to attend to domestic work, time for education of children, personal hobbies, and entertainment adds to their conflicts.
6. **Credit Facilities:** Though women constitute about 50 per cent of population, the percentage of small scale enterprise where women own 51 percent of share capital is less than 5 percent. Women are often denied credit by bankers on the ground of lack of collateral security. Therefore, women's access to risk capital is limited.
7. **Heavy Competition:** Many of the women enterprises have imperfect organizational set up. But they have to face severe competition from organized industries.
8. **High cost of production:** High cost of production undermines the efficiency and stands in the way of development and expansion of women's enterprises, government assistance in the form of grant and subsidies to some extent enables them to tide over the difficult situations.
9. **Factors which motivates the Women to becoming Entrepreneurs**

Now a day Women are found indulged in every line of businesses. Indian Women are becoming increasing visible and successful in all spheres. Knowledge, skill and adaptability in business are main factors for Women to emerge into business enterprises. Women Entrepreneur is a person which accepts challenging role for becoming economically independent and to meet her personal needs. An inner desire to do something positive is an inbuilt quality of Women Entrepreneurial which helps in contributing values in both social and family life. With the advancement in Media, Women are aware of their rights, traits and work situation. A new talent of Women Entrepreneurs is forming today and they are flourishing as garment manufacturers, exporters, designer.

Various factors are

- Social status and personal identity
- Qualification and education
- Occupation for family
- Role models for others
- Help from government organization
- Better future for their children
- Independent decision making
- Support for family member
- Face new challenge and growth for self fulfilment
- Creative thinking

This diagram shows the factors that motivates the Women for becoming Entrepreneurs.



Suggestion for the development of women

1. Awareness programmes regarding the entrepreneurship should be conducted in order to educate the women.
2. Healthy business environment should be promoted for the development of women entrepreneurship. There should be proper platform where problems encountered by women entrepreneurs can be addressed.
3. Women should be encouraged to take the benefits of policy measures introduced by the Government to promote the status and level of women entrepreneurs in the country
4. Women entrepreneurs should get support and encouragement from family, society, Government and financial institutions.

Conclusion

Women are an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. Encouragement for women entrepreneurship is one of the ways for that. But unfortunately it is seen that the traditional mind set of the society and negligence of the state and respective authorities are important obstacles in the women entrepreneurship development in India. Therefore, there is need of continuous attempt to inspire, encourage, motivate women entrepreneurs.

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RURAL ENTREPRENEURSHIP FOR WOMEN

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Abstract

Women entrepreneurship development is an essential part of human resource development. The development of women entrepreneurship is very low in India, especially in the rural areas. Entrepreneurship amongst women has been a recent concern. Women have become aware of their existence their rights and their work situation. However, women of middle class are not too eager to alter their role in fear of social backlash. The progress is more visible among upper class families in urban cities. This paper focuses on women entrepreneurs. Any understanding of Indian women, of their identity, and especially of their role taking and breaking new paths, will be incomplete without a walk down the corridors of Indian history where women have lived and internalized various role models in the present context; women expect equal status from the government, organizations and the society. They seem to be right in their attitude because the model of women entrepreneurial leaders and professional executives are plenty. From managing tiny petty shop to level of chairing the position of Prime Minister of a country, one could single out substantial number of successful and entrepreneurial women.

Key Words: *Rural Entrepreneurship, Women Business, economic development and the like.*

Introduction

Rural entrepreneurship has emerged as a dynamic concept. It is generally defined as entrepreneurship emerging at village level which can take place in a variety of fields of Endeavour such as business, industry, agriculture and acts as a potent factor for economic development. □ Development of rural areas, have been linked to entrepreneurship more than ever before. Entrepreneurship is now regarded as a strategic development intervention that could accelerate the rural development process by institutions and individuals promoting rural development. Entrepreneurship has gained greater significance at global level under changing economic scenario. Global economy in general and Indian economy in particular is poised for accelerated growth driven by entrepreneurship. An entrepreneur is a person who is able to look at the environment, identify opportunities to improve the environmental resources and implement action to maximize those opportunities. The entrepreneurial skills are also needed to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment. This is why entrepreneurship is considered a prime mover in development and why nations, regions and communities that actively promote entrepreneurship development, demonstrate much higher growth rates and consequently higher levels of development.

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. . But once their business has been established they want access to support services appropriate to the type

and size of enterprise they have created, and to the sector in which it operates. Generally, Women are active in areas that do not require large investment service.

Objectives

- To portray a profile for women entrepreneurs
- To know about the micro enterprises for rural women and its areas of development.
- To encourage and promote women entrepreneur.

Reasons for Women Becoming Entrepreneurs

The following are the reasons for women becoming entrepreneurs,

- Innovative thinking
- New challenges and opportunities for self fulfilment
- Employment generation
- Freedom to take own decision and be independent
- Government policies and procedures
- Family occupation
- Need for additional income
- Bright future of their wards
- Role model to others support of family members
- Education and qualification self identity and social status
- They want to assume new and fresh challenges and opportunities for self-fulfilment.
- They want to prove their personalities in an innovative, daring and competitive job.
- They want to undertake changes to control the balance between their families responsibility and business obligations
- Government introduction attractive incentives, subsidies and various schemes
- Increasing standard of living
- Increasing socio-economic awareness

Micro Enterprises

The concept of micro enterprise and microfinance was pioneered in 1976 by Nobel Prize recipient Muhammad Yunus, founder of the Grameen Bank (Bank of the Poor), in Bangladesh. The enterprises from small scale to medium scale grouped together are called “Micro, Small and Medium Enterprises” (MSME). Microenterprises mainly focus on developing and utilizing the entrepreneurial skills and potential of rural women below poverty line to meet local needs (Kaushik & Rengarajan, 2010). It helps to generate employment for a number of people within their own social system. This is more beneficial for women in rural areas as it enables them to add to the family income while taking care of their own home and livestock task. The micro entrepreneurs are strengthening the women empowerment and remove the gender inequalities.

Areas of Development

Depending on number of factors ranging from landholdings, subsidiary occupations, agro climatic conditions and socio-personal characteristics of the rural women and her family member the areas of micro-enterprises also differ from place to place. The micro enterprises are classified under three major heads

1. Micro Enterprise development related to agriculture and allied agricultural activities like cultivating to organic vegetables, flowers, oil seeds and seed production are some of the areas besides taking up mushroom growing and bee keeping. Some more areas can be like dehydration of fruits and vegetables, canning or bottling of pickles, chutneys, jams, squashes, dairy and other products that are ready to eat. This is common form of microenterprise in rural areas
2. Micro-enterprise development related to livestock management activities like dairy farming, poultry farm, livestock feed production and production of vermin composting using the animal waste can be an important area in which women can utilize both her technical skills and raw

materials from the farm and livestock to earn substantial income and small scale agro-processing units.

3. Micro-enterprise development related to household based operations, It is generally handicraft related enterprises where women perform activities like knitting, stitching, weaving, embroidery and the like.

- Economic freedom
- Improved standard of living
- Self confidence
- Enhance awareness
- Sense of achievement
- Increased social interaction
- Engaged in political activities
- Increased participation in social meetings
- Development in leadership qualities
- Involvement in solving problems related to women and community
- making capacity in family and community

The rural women are having basic indigenous knowledge, skill, potential and resources to establish and manage enterprise. Therefore promoting entrepreneurship through microenterprise approach has been recognized as the solution for incorporating women into the overall economic development process and enables eradicating the rural poverty in developing economies to a larger extent. Finally we can say that economic empowerment of rural women through micro entrepreneurship led to the empowerment of women in so many things such as socio-economic opportunity, political participation and representation, social equality, personal right, family development, market development, community development, societal development, state development and at last development of the nation.

Need of Women Entrepreneurs

Highly educated, technically sound and professionally qualified women should be encouraged for managing their own business, rather than dependent on wage employment outlets. The unexplored talents of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector. A desirable environment is necessary for every woman to inculcate entrepreneurial values and involve greatly in business dealings. The additional business opportunities that are recently approaching for women entrepreneurs are

- Eco-friendly technology
- Bio-technology
- IT enabled enterprises
- Event Management
- Tourism industry
- Telecommunication
- Plastic material
- Mineral water
- Herbal and health care
- Food, fruits and vegetable processing

Government has given more importance for agro based products and allied products. Opportunities in the rural areas are i) Natural flair and instinct for food preparing process ii) Processing of fruits and vegetables iii) Ice cream iv) Convince food v) Cold drinks vi) Channel products vii) Papadis and Pickles viii) Readymade garments

State-Wise Distribution of Small Scale Industrial Units Owned By Women Entrepreneurs

State/Union Territory	No. of SSI Units	Percentage To Total	State/Union Territory	No. of SSI Units	Percentage To Total
Kerala	139225	13.09	Jharkhand	7865	0.74
Tamil Nadu	129808	12.20	Jammu and Kashmir	5742	0.54
Karnataka	03169	9.70	Himachal Pradesh	3722	0.35

Maharashtra	100670	9.46	Mizoram	3700	0.35
Andhra Pradesh	77166	7.25	Meghalaya	3580	0.34
Uttar Pradesh	72667	6.83	Chandigarh	2243	0.21
West Bengal	69625	6.55	Pondicherry	1065	0.10
Madhya Pradesh	68823	6.47	Tripura	863	0.08
Gujarat	53703	5.05	Goa	810	0.08
Bihar	49443	4.65	Daman, Diu , Dadra and Nagarhaveli	213	0.02
Orissa	38233	3.59	Nagaland	179	0.02
Rajasthan	36371	3.42	Arunachal Pradesh	150	0.01
Punjab	29068	2.73	Andaman and Nicobar Island	110	0.01
Delhi	14383	1.35	Sikkim	98	0.01
Assam	11757	1.11	Lakshadweep	67	0.01
Manipur	10745	1.01	Haryana	9620	0.90
Chhattisgarh	10034	0.94	Uttaranchal	8804	0.83
All India 1063721 100.00					

Source: Secondary data

Conclusions

Rural entrepreneur is a key figure in economic progress of India. Rural entrepreneurship is the way of converting developing country into developed nation. Rural entrepreneurship is the answer to removal of rural poverty in India. Therefore, there should be more stress on integrated rural development programs. Now women entrepreneurs are aware of opportunities available to them, but there is scope for improvement in it. 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. Raised literacy level could be helpful for the SHG members to overcome cognitive constraints and to understand government policies, technical understanding and gaining required skills. The Government has emerged as a major catalyst by way of providing training incentives and other facilities to succeed particularly in rural areas. But this marks only the beginning of an arduous journey ahead for the Indian woman entrepreneurs.

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WOMEN ENTREPRENEURS AND THEIR PROBLEMS

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Abstract

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." Women entrepreneurship has been recognized as an important source of economic growth as they create new jobs for themselves and others. Women's entrepreneurship contributes to the economic well-being of the family and communities and also reduces poverty. Women-owned businesses enterprises are playing a more active role in society and the economy, inspiring academics to focus on this interesting phenomenon. This paper focuses on the problems, issues, challenges faced by women entrepreneurs, how to overcome them while pursuing their business.

Introduction

Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. In almost all the developed countries in the world women are putting their steps at par with the men in the field of business. Today's women are taking more and more professional and technical degrees to cope up with market need and are flourishing as interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. Women entrepreneur's explore the prospects of starting a new enterprise; undertake risks, introduction of new innovations, coordinate administration & control of business & providing effective leadership in all aspects of business .

"Women" as an entrepreneur

Government of India has defined women entrepreneurs 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 employment generated in the enterprise to women. "Women Entrepreneurship" means an act of business ownership and business creation that empowers women economically increases their economic strength as well as position in society. Women-entrepreneurs have been making a considerable impact in all most all the segments of the economy. They are key players in any developing country particularly in terms of their contribution to economic development.

Characteristics of Woman Entrepreneur in India

Successful woman entrepreneur is truly determined to achieve goals and make her business prosper. Thorough knowledge of the field is indispensable to success. She comes with new innovative solutions to old problems to tide over issues. A successful woman entrepreneur is confident in her ability. She is ready to learn from others, search for help from experts if it means adding value to her goals. She takes various decisions regarding the activities of her enterprise. She decides about the type of business to be done and the way of doing it. She is keen on maintaining associations and communicates evidently and efficiently. Leadership quality is one of the most important characteristic of a woman entrepreneur. It is the process of influencing and supporting others to work enthusiastically towards achieving objectives. Many women have these traits but they never got a platform to showcase their talents and for this reason they don't know their real abilities.

Women Entrepreneurs and Their Problems

Women entrepreneurs face many problems in their efforts to develop their enterprise. They countenance the conflict of performing of home role as they are not available to spend enough time with their families. Because in India, mainly a woman's duty is to look after her

children and manage the other members of the family. In business they have to spend long hours and as a result, they find it difficult to meet the demands of their family members and society as well.

1. Women entrepreneurs may not be expert in each and every function of the enterprise. She will not be able to devote sufficient time for all types of activities.
2. Women entrepreneurs always suffer from inadequate financial resources. They are not able to afford external finance due to absence of tangible security and credit in the market. The complicated procedure of bank loans also creates lot of problems in getting the required finance. Women entrepreneurs even face problems in getting requisite working capital financing day-to-day business activities.
3. Women entrepreneurs encounter the problems of shortage of raw-materials and necessary inputs. The shortage of required raw materials is also one of the big problems faced by women entrepreneurs. Women entrepreneurs find it difficult to procure the required raw materials and other necessary inputs for production in sufficient quantity and quality.
4. Women entrepreneurs incessantly face the problems in marketing their products. They often depend upon the middlemen for marketing their products who pocket large chunk of profit. The middlemen exploit the women entrepreneurs.
5. Lot of the women entrepreneurs have imperfect organizational set up to drive in a lot of money for canvassing and advertisements. They have to face severe competition from organized industries.
6. Large number of women is no proper and sufficient technical and professional training to set-up a new venture.
7. The high cost of production is another problem which undermines the efficiency and restricts development of women entrepreneurs. It is necessary to increase efficiency, expand productive capacity to reduce the cost of production.

Measures to remove obstacles

The elimination of obstacles for women entrepreneurship requires a major change in traditional attitudes and mindsets of people in society rather than being limited to only creation of opportunities for women. Hence it is imperative to design programmes that will address to attitudinal changes, training, supportive services. The basic requirements are.

1. The banking system is not sufficiently responsive to social banking needs and has not been able to deal with barriers that hinder women from using or gaining access to credit. Adequate arrangements must be made for the supply of credit facility at concession rate for the women entrepreneurs in view of their growing needs.
2. Marketing channel should be established to encourage and assist to women entrepreneurs.
3. Educational and awareness programmes should be arranged to change the negative social attitudes towards women.
4. Training and developments programmes play very essential role for the development of entrepreneurship.
5. Creating provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
6. Offering seed capital, Development schemes, women entrepreneurs fund etc. to encourage them economically.

Thus by adopting above said measures in letter and spirit the problems associated with women can be solved.

Conclusion

Women Entrepreneurship is presently the most discussed and encouraged concept all over the world to overcome economic challenges. Women entrepreneurs faced lots of problems at start-up as well as operating stage like, non availability of finance, restricted mobility freedom and having to perform dual role one at home and other at work. Women are willing to take up business and contribute to the nation's growth. Their role is being recognized and steps are taken to promote women entrepreneurship. Appropriate support and encouragement from the Society in

general and family members in particular is required to help these women scale new heights in their business ventures. The right kind of assistance from family, society and Government can make these Women Entrepreneurs a part of the mainstream of national economy and they can contribute to the economic progress of India.

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A STUDY ON UZHAVAR SANDHAI IN MADURAI CITY

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Introduction

Agriculture is the backbone of the economy of a country. One of the important reasons for India escaping from the economic crisis, when majority of the South East-Asian countries suffered, is the strong agricultural base of our country. So every country should give importance to its agricultural activities in order to stabilize or importance its economy. In spite of fact that India has strong agricultural base, the farmers have not been give their due share. Their hard working agricultural activities do not give them the reasonable return. The reason is that majority of the farmers sell their produce to the traders (middlemen) immediately after the harvest because of their poor holding capacity. Hence, the farmers get only measure rate of return while the traders who do just purchase and sell the produce earn huge amount of profit. Therefore, recently, the TamilNadu government has conceived a new idea of starting the 'Uzhavar Sandhai' where the farmers can sell their produce directly to the consumers. Madurai gets the reputation of starting the first Uzhavar Sandhai in TamilNadu. Those farmers who have cultivated the vegetables at their own farm alone are permitted to sell their produce at the Uzhavar Sandhai vegetables purchased from the open market are not allowed to be sold in the Uzhavar Sandhai government officials inspect that the vegetables are brought in only by the farmers who cultivate them in their farm.

Statement of the problem

Agriculture marketing in India is not so developed like marketing for consumer durables. The farmers have to depend on middlemen for selling their produce. In the case of marketing of vegetables the major problem is the perishable nature of vegetables. Small farmers have to send their vegetables to the markets through middlemen. If the entire marketing process is analyzed it can be clearly seen that the middlemen are the real beneficiaries as far as vegetables marketing is concerned. The producers (Small farmers) and the consumers are exploited by the middlemen. How to help the farmers and consumers?. If facilities are provided to the farmers in the form of market place, transport and the like, he can very well bring his produce to the market and sell them to consumers at a lesser price. The government has examined this fact and established first Uzhavar Sandhai on 14th November 1999 at Annanagar in Madurai city. Nearly ten Year has gone after the establishment of uzhavar Sandhai. Now it is the right time to review its functioning and also to ascertain the opinion of the consumers. In the present study an attempt is made to review the functioning of the Uzhavar Sandhai in Madurai city.

Objectives of the Study

The following are the main objectives of the present study.

1. To Study about the functioning of Uzhavar Sandhai in Madurai city.
2. To study the attitude of consumers towards Uzhavar Sandhai.
3. To analyze the future prospects of uzhavar Sandhai so as to provide better services to farmers as well as to consumers.
4. To identify problems relating to the marketing of vegetables through Uzhavar Sandhai
5. To offer suitable suggestions and recommendations based on the analysis, to improve the functioning of Uzhavar sandhai.

Limitation of the Study

1. The study is based purely on primary data.
2. The Study is limited to Madurai Taluk in term of Uzhavar Sandhai's

3. Due to time constrains the study is limited to 120 respondents
4. Lack of time has prevented the in depth study.

Methodology

The present study is both descriptive and analytical in nature. The entire study is based on both primary and secondary sources of information. Required secondary data were collected from the records of the Uzhavar Sandhai Administrative office, Madurai market committee, News papers and jouranls. The primary data for the study were collected from the farmers and consumers of Madurai Uzhavar Sandhai with the help of two separate interview schedules that is one meant for farmers and another meant for customer.

a. Primary data

The data originally collected for an investigation are known as primary data such data are original in character and are generated in large number of surveys conducted mostly by government and also by some individuals, institutions and research bodies. The researcher has gone in for primary data with personal interview/schedule containing a questionnaire with 19 questions for farmers and 19 questions for consumers. The research recorded the answer given by the respondents and tabulated them for analysis and interpretation. It is a first hand information which make tables analysis and interpretation highly realistic. The investigator recorded the answers to the questionnaire given by the respondents in Madurai “Uzhavar Sandhai”. The collected data are put into the tables and diagrams for analysis and interpretation

b. Secondary data

The secondary data were also collected from the leading journals, magazines, and records maintained by the Uzhavar Sandhai office.

c. Tools used to collect data

The researcher has made personal interviews, Preliminary discussions with both respondent groups to find out the problems. After that two interview scheduled have been prepared by the researcher to call it the data. Before that, a pilot study is conducted among the selective respondents, to know whether the interview scheduled is sufficient to meet the specific objectives of the study and necessary changes are made in the interview scheduled after the Pilot study. A copy of each interview scheduled is annexed to this report.

Madurai Uzhavar Sandhai

Madurai is the second largest city in TamilNadu, next only to chennai in size. Madurai is also called Meenakshipattinam and Madurai is historically famous as a trading centre. Madurai itself an agricultural city, is surrounded by many small villages engaged in agriculture. It is famous for agriculture even from the classical period. So it called a “Very Big Village”. It is situated on the trunk road between chennai and Kanyakumari. The Madurai District is well connected by rail and road ways and it has achieved commercial distinction for various commodities. Hence, the Tamil Nadu Government considered it very appropriate to start the first Uzhavar Sandhai in Madurai city. Then, two more Uzhavar Sandhais were established at chokkikulam and Palanganatham in Madurai city. Data of commencement of each Uzhavar Sandhai in Madurai city is given below.

Sl.No	Place	Date
1.	Annanagar	14 th Nov, 1999
2.	Chokkikulam	16 th April 2000
3.	Palanganatham	16 th April 2000

Records and Reports maintained by the Uzhavar Sandhai

The following are the records maintained by the Madurai Uzhavar Sandhai

1. Identity card
2. Fixation prices of vegetables
3. Total arrivals of vegetables and allotment of shops
4. Total sales of vegetables
5. Number of farmers who come to Uzhavar Sandhai daily.

Daily Reports must be sent to the Collector of Madurai District. They furnish the details about the total arrivals and sales of vegetables and other produces in Quantity and Quality. They are signed by the Secretary of the Madurai Market Committee. Weekly reports must sent to the

collector of Madurai District, Joint Secretary of Chief Minister cell in Chennai and commissioner of Agriculture Marketing Department in Chennai.

Factors influencing the level of satisfaction

The significant relationship between dependent variable viz., level of satisfaction and independent variables sex, age educational status and the like have been studied by the means of chi square test, the following formula has been used.

$$\text{Chi-square} = \sum \frac{(O - E)^2}{E} \text{ with } (r-1) (c-1) \text{ degree of freedom}$$

Where, O - observed frequency

E - Expected frequency

Row total x Column total

$$E = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$$

c = Number of columns in a contingency table

r = Number of rows in a contingency table.

If the calculated value is greater than the table value at 0.005 level, it is concluded that there is significant relationship between the level of satisfaction and tat of independent variables. It calculated value is less than table value, it is concluded that the independent variable has no significant relationship in the level of farmer's satisfaction.

Sex of the farmers

Sex of the farmers has been identified as an important factor that may influence the level of satisfaction. Table 1.1 shows the sex wise classification of the farmers.

Table 1.1 Sex-wise classification of the farmers

S.No	Sex	Number of farmers	Percentage
1	Male	28	47
2	Female	32	53
	Total	60	100

Source: Primary Data

Table 1.1 reveals that, out of the 60 sample farmers, 53 percent are female and 47 percent are male. Therefore, it is concluded that majority of the farmers in Madurai uzhavar sandhai are male farmers.

Table 1.2 Sex-wise classification of the farmers and their level of satisfaction

Sex	Level of Satisfaction			Total
	High	Medium	Low	
Male	6 (12.85)	14 (32)	8 (17.14)	28
Female	8 (15)	12 (37.5)	12 (37.5)	32
Total	14	16	20	60

Source: Computed data.

It is inferred from the table 1.2 that the percentage of female farmers having high level of satisfaction is more than the male farmers. To find out whether there is any relationship between the sex of the farmers and their level of satisfaction, chi-square test is applied.

Hypothesis: Sex of the farmers does not influence their level of satisfaction.

Table 1.3 Sex-wise classification of the farmers and their level of satisfaction chi-square test

O	E	(O-E) ²	$\frac{(O-E)^2}{E}$
6	7	1	0.14
8	7	1	0.14
14	12	4	0.33
12	14	4	0.28
8	9	1	0.11
12	11	1	0.09
		Total	1.09

Source: Computed data

Degrees of freedom	=	2
Calculated value	=	1.09
Table value at 5 percent level	=	5.9991

From the table 1.3 it is visible that the calculated value of chi-square is more than the table value at 5 percent level of significance. Therefore, it is concluded that there is no significant relationship between sex of the farmers and their level of satisfaction. So the hypothesis is accepted.

Age of the farmers

Age of the farmers has a direct relationship with their level of satisfaction table depicts the age-wise classification of the farmers.

Table 1.4 Age-wise classification of the farmers

S.No	Age group	Number of Farmers	Percentage
1	Below 26	12	20
2	26-35	30	50
3	36-45	10	16.67
4	Above 45	8	13.33
	Total	60	100.00

Source: Primary data

Table 1.4 shows that 20 percent of farmers belong to the age group of below 26 years. 50 percent are between 26 and 35 years another 16.67 percent come under the age group of 36-45 years and remaining 13.33 percent belong to the age group of above 45 years. Hence, it is concluded that the aged farmers i.e., those farmers having more than 45 years are willing to sell their products through the uzhar sandhai. In order to determine whether there is any association between the age and level of satisfaction, the farmers are classified into three categories viz., below 26 years, 26-45 and above 45 years. A tow way table has been framed and presented in table

Table 1.5 Age-wise classification of the farmers and their level of satisfaction

S.No	Age	Level of satisfaction			Total
		Low	medium	high	
1	Below 26	2 (9.99)	4 (19.99)	6 (30)	12
2	26-45	4 (6)	16 (24)	20 (30)	40
3	Above 45	2 (15)	2 (15)	4 (30)	8

Source: Computed data

Figures in brackets indicate percentages.

Table 1.5 established that, the percentage of farmers having high level of satisfaction is more among the medium aged group i.e. 26-45. The chi-square test has been adopted to find out the correlation between age of the farmers and their level of satisfaction shown in table

Hypothesis

Age of the farmers does not influence their level of satisfaction

Table 1.6 Age-wise classification of the farmers and their level of satisfaction Chi-square test

O	E	(O-E) ²	$\frac{(O-E)^2}{E}$
2	2	0	0
4	5	1	0.5
2	1	1	1
4	4	0	0
16	15	1	0.066
2	3	1	0.33
6	6	0	0
20	20	0	0
4	4	0	0
		Total	1.896

Source: Computed data

Degrees of freedom	=	4
Calculated value	=	1.896
Table value at 5 percent level	=	9.488

Since the calculated value of chi-square is less than the table value at 5 percent level of significance and it can be concluded that there is no significant relationship between age of the farmers and their level of satisfaction. Hence, the hypothesis, that the age of the farmers does not influence their level of satisfaction is accepted.

Educational status of the farmers

Education is expected to expose the farmers to better understanding of facilities available and benefits offered in uzhar sandhai therefore, it is assumed that exposure of education would induce the farmers to sell their products through uzhar sandhai. Hence, educational level has been identified as an important factor influencing the level of satisfaction.

Table 1.7 Educational Status of the farmer

S.No	Educational Status	Number of Farmers	Percentage
1	School Level	46	76.66
2	College Level	14	23.34
	Total	60	100.00

Source: Primary data

It is inferred from table that the percentage of school level of farmers having high level of satisfaction is more than the college level.

Table 1.8 Educational wise classification of the farmers and their level of satisfaction

S.No	Education	Level of satisfaction			Total
		Low	medium	high	
1	School Level	10 (10.43)	14 (18.26)	22 (31.30)	46
2	College Level	2 (8.57)	4 (17.14)	8 (34.28)	14
3	Total	12	18	30	60

Source: Computed data

Figures in brackets indicate percentages.

Table 1.8 indicates that the percentage of high level of satisfaction is more in case of school level farmers. To determine whether there is any association between the education of the farmers and their level of satisfaction- chi square test is applied. Table shows the computation.

Hypothesis

Educational level of the farmers has no significant relationship with their level of satisfaction.

Table 1.9 Educational wise classification of the farmers and their level of satisfaction Chi-square test

O	E	(O-E) ²	$\frac{(O-E)^2}{E}$
8	9	1	0.11
2	3	1	0.33
14	14	0	0
4	4	0	0
21	23	1	0.043
8	7	1	0.142
		Total	0.625

Source: Computed data

Degrees of freedom	=	2
Calculated value	=	0.625
Table value at 5 percent level	=	5.9991

It is inferred from the table 1.9 that the calculated value of chi-square is more than the table value at 5 percent level of significance thus, there is no significant relationship between the education of the farmers and their level of satisfaction so the hypothesis is accepted.

Farmers problem getting special card the special cards consist of particulars such as the names of the farmer and his village the card number and the name of the agricultural produce.

Table 1.10 Farmers getting special card in Madurai uzhar sandhai

Sl.No	Getting Special Card	Number of farmers	Percentage
1	Yes	12	20
2	No	48	80
	Total	60	100

Source: Primary data

Out of 60 sample farmers, 80 percent said that the procedure of getting identify card is simple. The rest 20 percent said that, they have to face some difficulties for obtaining identify card.

Suggestions

The farmers have pointed out that the space provided for each shop is not sufficient when varieties of vegetables are brought to the market it is very difficult task for them to keep all the varieties. The authorities may consider their problems and it is suggested that two shops can be combined together so that the farmers may felt sufficient space to keep all the varieties of produce. Lack of cold storage facility is a problem. It is time for authorities to provide sufficient cold storage facilities.

Conclusion

Any few schemes would be looked after well in the initial stage. But as days pass, on all sorts of problems would creep in and so are would be interested in doing anything. But in the case of uzhar sandhai the success so far attained is moving due to the controls exercised by the market committee. The same tempt and spirits are to be maintained to keep the uzhar sandhai alive in Tamil Nadu.

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ENTREPRENEURSHIP FINANCE AND MICROCREDIT

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Abstract

Entrepreneurial Finance examines the elements of entrepreneurial finance, focusing on technology-based start-up ventures and the early stages of company development. Microcredit is a small amount of money loaned to a client by a bank or other institution. Microfinance refers to loans, savings, insurance, transfer services, **microcredit** loans and other financial products targeted at low-income clients. This paper mirrored out the various entrepreneurship financing institution and microcredit institution in India to develop entrepreneurship. Supporting facilities offered by these institution to promote entrepreneurship among the potential people are figured out this paper also emphasis on the functions of MFIs and microcredit institution.

Introduction

Entrepreneur is one who is willing to bear the risk of a new venture of there is a significant chance for profit. **Entrepreneurship** is the process of starting a business or other organization. **Entrepreneurial Finance** is the process of making **financial** decisions for new ventures. New ventures are inherently different from established ventures, as are **entrepreneurs** inherently different from conventional business managers. The **financial** decisions faced by each are starkly different as well. **Microcredit**: The extension of small loans to low-income clients who traditionally lack access to banking.

Different between Finance and Microcredit

Microcredit is a small amount of money loaned to a client by a bank or other institution. **Microfinance** refers to loans, savings, insurance, transfer services, **microcredit** loans and other financial products targeted at low-income clients.

Microfinance Today

- The industry has been growing rapidly with \$25 billion currently at work in microfinance loans.
- Microfinance Institutions (MFIs) are now offering a diverse array of products from savings to insurance.
- Improved oversight and transparency.
- Greater focus on improving the customer experience.

Role of Microfinance

The micro credit of microfinance programme was first initiated in the year 1976 in Bangladesh with promise of providing credit to the poor without collateral , alleviating poverty and unleashing human creativity and endeavour of the poor people. Microfinance impact studies have demonstrated that

- Microfinance helps poor households meet basic needs and protects them against risks.
- The use of financial services by low-income households leads to improvements in household economic welfare and enterprise stability and growth.
- By supporting women's economic participation, microfinance empowers women, thereby promoting gender-equity and improving household well-being.
- The level of impact relates to the length of time clients have had access to financial services.

Microfinance is offered by many institutions like

1. National Level Institutions

A wide variety of financial institutions have been set up at the national level. They cater to the diverse financial requirements of the entrepreneurs. They include all India development banks like,

- All-India Development Banks (AIDBs)
- Industrial Development Bank of India (IDBI)
- Industrial Finance Corporation of India Ltd (IFCI Ltd)
- Small Industries Development Bank of India (SIDBI)
- Industrial Investment Bank of India Ltd (IIBI)
- Specialized Financial Institutions (SFIs)
- IFCI Venture Capital Funds Ltd (IVCF)
- ICICI Venture Funds Ltd
- Tourism Finance Corporation of India Ltd. (TFCI)

2. Investment Institutions:-

- Life Insurance Corporation of India (LIC):-
- Unit Trust of India (UTI):-
- General Insurance Corporation of India (GIC) :-
- State Level Institutions
- State Financial Corporations (SFCs) :-
- State Industrial Development Corporations (SIDCs) :-

Paradigm of entrepreneurship finance

Features	Old paradigm	New paradigm
Problem Definition	Overcome market imperfections	Lower risks and transaction costs
Role of Financial Markets	Implement State plans help the poor	Intermediate resources efficiently
View of users	Beneficiary	Clients
Subsidies	Create subsidy dependence	Create independence institutions
Sustainability	Largely ignored	A major concern
Evaluations	Credit impact on beneficiaries	Performance of financial Institutions

Issues of Micro Finance in India

- Legal Issues
 - Seventh schedule declares money lending as State subject
 - Doesn't mention private money lending
 - No model money lending act prepared by center.
- Gender Issues
- Rate of Interest
- Choice of productive assets

Impact of micro Finance

- 1) 76.8% of the clients experienced significant reduction in their poverty over the last four years of which;
 - a) 38.4% moved from Very Poor to Moderate Poor
 - b) 17.6% moved from Very Poor to Not Poor
 - c) 20.8% moved from Moderate Poor to Not Poor
- 2) 38.4% are in the Non Poor category.
- 3) 80% witnessed increase in income levels.
- 4) Women actively participate in family decisions.
- 5) Most of the members' children are being sent to schools.
- 6) 17 different combinations were used as paths out of poverty.

Microcredit

The story of microcredit being popularized by Yunus here

In 1976, when Yunus was a professor at a university in Bangladesh, he visited a number of households in a local village. During his conversations with some of the women who were making bamboo furniture, he discovered that in order to purchase the bamboo, the women had to

borrower from a local money lender that was charging a very high interest rate. He decided to loan the women (there were 42 of them) a total of USD 27. The women repaid him and Yunus made 2 cents of interest on each of the loans. After this encounter, Yunus decided to start the Grameen Bank (meaning “Village” Bank) which has now grown to become one of the largest microfinance institutions in the world. Grameen bank has provided \$3.8 billion to 2.4 million families in rural Bangladesh

Two main approaches to micro-credit

- A “minimalist” approach (Only loan is given)
- A “credit plus” approach (Trainings, technical support, help with marketing the products of the beneficiary etc. are also offered)

Benefits of Microcredit

- Inclusion of the poor into the financial system.
- Access to loans can open up numerous opportunities such as starting a business, improving housing conditions, or purchasing an asset.
- Lower interest rates compared to local moneylenders.
- Dignity and self respect of employment.
- Goes beyond the traditional concept of development aid as a “handout”.
- Opportunity for education and community development.

The Target groups

- The poorest of society, living with less than one dollar per day
- Little or no chance of getting a Bank Loan.
- Good operating skills in the area in which the potential clients are willing to work, but:
- Usually no Financial resources »
- Working With Women (90%)

Grameen Bank: Objective

It is first model of microcredit. Founded as a project in 1976.

- To extend the banking facilities to the poor men and women.
- To create opportunities for self employment.
- To bring the disadvantaged people within the framework of some organizational format.
- Creation of Microcredit.

How Does Microcredit Work

- Individual Lending Model
- Group Lending Model

Microcredit and Inclusive Growth

- The Eleventh Five Year Plan visualizes “faster and more inclusive growth”.
- This implies that we need to/ for -
- Shift the plan priorities towards the social sectors
- Put appropriate institutions and linkages in place to bring good to the common man
- The States to play a facilitating role in encouraging individual-institutional linkages

Policy Actor

Government of India

Role Played

- Cooperative Credit Societies
- Nationalization of Commercial banks
- integrated and sustainable rural income generating activity
- Social and Development banking
- Establishment of Rashtriya Mahila Kosh

- “Portfolio Risk Fund”

Reserve bank of India

- Formulation and coordination
- Priority sector lending target for NCBs.
- Issuing licenses
- Micro Finance Development and Equity fund (MFDEF).

NABARD

- Contribution to MFDEF
- SHG - Bank linkage

SIDBI

- Need based assistance

Formal / Banking Sector

- commercial or cooperative banks
- Local area banks
- Kisan Credit Cards

MFI

- Financial access
- Promoting and fostering SHGs.

Functions of Microfinance & Microcredit Institutions to promote Entrepreneurship

- To provide machinery on hire - purchase to small business
- To provide equipment leasing facility
- To help in development and upgradation of technology and implementation of modernization programmes of small scale industries.
- To facilitate coordination and inter- institutional linkages.
- To render advise to the government on all issues pertaining to the development of small business.
- To serve as interface between central and state government
- To render technical support services .
- To conduct entrepreneurship development program
- To assist in economic consultancy/ EDP consultancy.
- To assist in modernization and in plant studies, workshop facility and training in various trade activities.
- To undertake product development work appropriate to small industries’
- To appraise the worthiness of the various proposals received from entrepreneur
- To decentralized industries to the rural and backward areas
- To undertake research studies relating to development of small scale industries

Conclusion

Realizing that small scale enterprise lack sufficient finance to run their enterprises, the Government has set up a number of financial institutions- both at the Central and State level to provide financial assistance required by the entrepreneurs to run their units. The important types of assistance are term finance, refinance, working capital finance, and underwriting, direct, venture capital. Merchant banking, rehabilitation finance, exports finance, etc. Finance as life blood is important but not a magic wand to run an enterprise. The supportive facilities and services rendered by these institutions and centers include project appraisals, construction of infrastructure facilities, distribution of raw materials by SSIs, rendering consultancy and training services, conducting EDPs, undertaking industrial potential surveys, etc. institutions are not just the latest buzzword in development of economics, they are the crucial and unavoidable upon which societies develop and grow.

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A STUDY ON ENTREPRENEURSHIP CHALLENGES AND OPPORTUNITIES

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Abstract

Risk taking ability, Self-confidence, Decision making ability, Knowledge of cumin growing to harvesting technology, Economic motivation, Market orientation, Risk factors, Soil and firm condition of experiences, Water resources, Water quality and volumes, need to cumin for all technical factors, Ability of co-ordination to cumin related activities, Achievement, Motivation, etc. indicators are behavior of entrepreneurial. Women entrepreneurs choose a Women takes up business enterprises to Profession as a challenge and an get over financial difficulties and respond- adventure with an urge to do some - visibility is thrust on them due to family -thing new, liking for business and circumstances. to have an independent occupation. With the spread of education and new approaches/awareness, women entrepreneurs are achieving higher level of 3E's, namely: (i) Engineering (ii) Electronics (iii) Energy. Though we should not forget certain Psycho-Social Barriers which hinders the growth of women entrepreneurs. They challenge competitors instead of avoiding them and take and share risks in a way that leads to success. In this way economic vitality of a country largely depends on the overall level of entrepreneurial capacity, i.e., on its ability to create rapidly growing companies

Inroduction

Risk taking ability, Self-confidence, Decision making ability, Knowledge of cumin growing to harvesting technology, Economic motivation, Market orientation, Risk factors, Soil and firm condition of experiences, Water resources, Water quality and volumes, need to cumin for all technical factors, Ability of co-ordination to cumin related activities, Achievement, Motivation, etc. indicators are behavior of entrepreneurial. Entrepreneurship has gained greater significance at global level under changing economic scenario. Global economy in general and Indian economy in particular is poised for accelerated growth driven by entrepreneurship. Admits environment of super mall culture we find plenty of scope for entrepreneurship in trading and manufacturing.

An entrepreneur is a person who is able to look at the environment, identify opportunities to improve the environmental resources and implement action to maximize those opportunities (Robert E. Nelson) it is important to bear in mind the entrepreneurial skills that will be needed to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment. Taking this into consideration, we will find that each of the traditional definitions has its own weakness (Tyson, Petrin, Rogers, 1994, p. 4). This is why entrepreneurship is considered to be a prime mover in development and why nations, regions and communities that actively promote entrepreneurship development, demonstrate much higher growth rates and consequently higher levels of development than nations, regions and communities whose institutions, politics and culture hinder entrepreneurship. An entrepreneurial economy, whether on the national, regional or community level, differs significantly from a non-entrepreneurial economy in many respects, not only by its economic structure and its economic vigorousness, but also by the social vitality and quality of life which it offers with a consequent attractiveness to people.

Economic structure is very dynamic and extremely competitive due to the rapid creation of new firms and the exit of 'old' stagnant and declining firms Redefining entrepreneurship and innovation succeeding as an entrepreneur and an innovator in today's world is vastly different from what it was earlier. Organizations will face seven trends in the next decade as they flight to survive, grow and remain competitive.

- Speed and uncertainty will prevail.
- Technology will continue to disrupt and enable.
- Demographics will dictate much of what happens in business.
- Loyalty will erode.
- Work will be done anywhere, anytime.

- Employment as we know it will disappear.

A Definition of Entrepreneurship: The concept of entrepreneurship has a wide range of meanings. On the one extreme an entrepreneur is a person of very high aptitude who pioneers change, possessing characteristics found in only a very small fraction of the population. On the other extreme of definitions, anyone who wants to work for him or herself is considered to be an entrepreneur. The word *entrepreneur* originates from the French word, *entreprendre*, which means "to undertake." In a business context, it means to start a business. The Merriam-Webster Dictionary presents the definition of an entrepreneur as one who organizes, manages, and assumes the risks of a business or enterprise. What is an 'Entrepreneur': An entrepreneur is an individual who, rather than working as an employee, runs a small business and assumes all the risks and rewards of a given business venture, idea, or good or service offered for sale. The entrepreneur is commonly seen as a business leader and innovator of new ideas and business processes.

Objectives

The following are the specific objectives of this study.

- To know the Women Entrepreneur
- To study the Opportunities of women entrepreneur
- To study the Challenges of women entrepreneur

Women Entrepreneur

Women entrepreneurs have been making a significant impact in all segments of the economy in India, Canada, Great Britain, Germany, Australia and the United States. The areas chosen by women are retail trade, restaurants, hotels, education, cultural, cleaning, insurance and manufacturing. The New Thrust suggests following two factors pulling or pushing women in an entrepreneurship. Factors leading women to be an entrepreneur: Women entrepreneurs choose a Women takes up business enterprises to Profession as a challenge and an get over financial difficulties and respond- adventure with an urge to do some - visibility is thrust on them due to family -thing new, liking for business and circumstances. to have an independent occupation. With the spread of education and new approaches/awareness, women entrepreneurs are achieving higher level of 3E's, namely: (i) Engineering (ii) Electronics (iii) Energy. Though we should not forget certain Psycho-Social Barriers which hinders the growth of women entrepreneurs.

Opportunities

- Free entry into world trade.
- Improved risk taking ability.
- Governments of nations withdrawn some restrictions
- Technology and inventions spread into the world.
- Encouragement to innovations and inventions.
- Promotion of healthy completions among nations
- Consideration increase in government assistance for international trade.
- Establishment of other national and international institutes to support business among nations of the world.
- Benefits of specialization.
- Social and cultural development

Challenges

- Problems of raising equity capital
- Difficulty in borrowing fund.
- Thought-cut completions endangered existence of small companies.
- Problems of availing raw-materials.
- Problems of obsolescence of indigenous technology
- Increased pollutions Ecological imbalanced.
- Problems of TRIPS and TRIMS.

- Exploitation of small and poor countries, etc.

Women Entrepreneurship in India

Out of total 940.98 million people in India, in the 1990s, females comprise 437.10 million representing 46.5 percent of the total population. There are 126.48 million women workforce but as per the 1991 census, only 1, 85,900 women accounting for only 4.5 per cent of the total self-employed persons in the country were recorded. As per a rough estimate the number of SSIs is expected to be 2.5 billion having 9% women entrepreneurs in it. Considering this trend, women participation in another five years was 20 % more, raising the number of women entrepreneurs to about 5, 00,000. Combined effect of motivational drive, preparation of information material, conducting training, creation of women industrial estates, and training of promoters and use of mass media all together is bound to accelerate the process of women entrepreneurship development. Some psycho-social factors impede the growth of women entrepreneurs are as follows:

- Poor self-image of women
- Inadequate motivation
- Discriminating treatment
- Faulty socialization
- Role conflict
- Cultural values
- Lack of courage and self-confidence
- Inadequate encouragement
- Lack of social acceptance
- Unjust social, economic and cultural system
- Lack of freedom of expression
- Afraid of failures and criticism
- Susceptible to negative attitude
- Low dignity of labour

What New Awareness has to say about it? The new Industrial Policy of the Government of India has specially highlighted the need for special entrepreneurship programmes for women entrepreneurs in the nature of product-process oriented courses - to enable them to start small-scale industries. A majority of women entrepreneurs are from the middle class families who have low technical education, less family responsibilities but desire to become entrepreneurs. This potential should be identified and tapped.

Rural Entrepreneur Succeeding as an entrepreneur and an innovator in today's world is vastly different from what it was earlier. Besides the existing generation of entrepreneurship also is passing through the transition period. They experience financial resource limitation to promote or to develop a venture and there is also look of research and innovation to meet with marketing challenges. Indian rural economy is also experiencing behavior of entrepreneurial. Aim of most farmers is to earn profits from farming as from any other business, if he determines the objectives. A farm business necessary requires deliberate decision and proper investment, after assessing risk and available resources to maximize profit. There for entrepreneurship is not simply adoption of new activity but it is transformation of a person from traditional of modern India is known as "Home spices" and is in fact the largest producer, consumer and exporter of spices in the world. Though, cumin cultivation requires more inputs and production prices are high but last two years monetary output is uncertain. It is also sensitive crop to many disease, pest and also highly risky crop considering natural hazards, as well as the day to day fluctuating wholesale price index. Organizations will face seven trends in the next decade as they flight to survive, grow and remain competitive.

- Speed and uncertainty will prevail.
- Technology will continue to disrupt and enable.
- Demographics will dictate much of what happens in business.
- Loyalty will erode.

- Work will be done anywhere, anytime.
- Employment as we know it will disappear.

Opportunities for Rural Entrepreneurs

- Crashed Scheme for Rural Development
- Food for Work Programme
- National Rural Employment Programme
- Regional Rural Development Centers
- Entrepreneurship Development institute of India
- Bank of Technology
- Rural Innovation Funding
- Social Rural Entrepreneurship.

Challenges for Rural Entrepreneurs

- Growth of Mall Culture
- Poor Assistance
- Power Failure
- Lack of Technical know how
- Capacity Utilization
- Infrastructure Sickness

Conclusion

Twaalfhoven and Indivers (1993, pp. 3-4), they are run by dynamic entrepreneurs, who manage and lead their companies not only to remain in the business but to expand it. Dynamic entrepreneurs look for growth; they do not have only a vision but are also capable of making it happen. They think and act globally, look for expansion, rely on external resources, seek professional advice or they work with professional teams. They challenge competitors instead of avoiding them and take and share risks in a way that leads to success. In this way economic vitality of a country largely depends on the overall level of entrepreneurial capacity, i.e., on its ability to create rapidly growing companies

Suggestions

- Govt. should provide separate financial fund of women's entrepreneur.
- We should provide her special infrastructure facilities whatever she needs.
- Govt. should arrange special training programmes of women entrepreneurship
- Govt. should felicitate top ranked women's entrepreneur.
- Women entrepreneur should more competitive and efficient in the local & international market.
- Use should invite successful women entrepreneurs from foreign countries.

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WOMEN ENTREPRENEURS

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Abstract

Female entrepreneurs, also known as women entrepreneurs, encompass approximately 1/3 of all entrepreneurs worldwide. Women became more involved in the business world after it was a more acceptable idea to society. This does not mean that there were no female entrepreneurs until that time. With the continual attention given to female entrepreneurs and the educational programs afforded to those women who seek to start out with their own business ventures, there is much information and help available

Key Words: *Female entrepreneurs, Challenges & program.*

Introductions

Before the 20th century women were operating businesses as a way of supplementing income or in many cases they were simply trying to avoid poverty and making up for the loss of a spouse. The ventures that these women undertook were not known as entrepreneurial due to the time in history and usually had to yield to their domestic responsibilities. The term entrepreneur is used to describe individuals who have ideas for products and or services that they turn into a working business. In earlier times this term was reserved for men. Women became more involved in the business world after it was a more acceptable idea to society. This does not mean that there were no female entrepreneurs until that time. With the continual attention given to female entrepreneurs and the educational programs afforded to those women who seek to start out with their own business ventures, there is much information and help available. Since 2000 there has been an increase in small and big ventures by women, including one of their biggest obstacles, financing. The objectives of Women Entrepreneurship based on the following

- Innovation
- High Achievement
- Managerial Skill and Leadership
- Organization Building

Challenges facing women entrepreneurs

According to Murray, female entrepreneurs have a few things working against them.

Many women-led, innovation-driven entrepreneurial businesses are not getting enough venture capital funding. "Less than 5% of venture capital (VC) dollars go to women-led companies," says Murray. "Part of the problem is that women tend to form startups alone and primarily in service businesses, which are two factors that probably mitigate VC funding." To learn more about women and VC funding, read Murray's recent post to the MIT Sloan Experts blog, "Playing by the rules-How female entrepreneurs can get in the venture-capital game." Another revealing factor is the lack of women on scientific boards—a strong sign of entrepreneurship (See our earlier post on gender gaps and SABs). Related to this, Murray's studies of female faculty found that women commercialize their research into viable businesses at half the rate of male faculty. This may be due, in part, to the fact that women are less connected to industry and commercial networks. Among the women faculty and researchers Murray interviewed for her research, many were concerned about the potentially negative impact that patenting their research—a necessary step for commercialization—might have on education, collegiality, and research quality.

"Most importantly," says Murray, "We need to understand how different decision-making processes favor or disadvantage women entrepreneurs and what we can do to change those perceptions." This starts with studying what factors prevent investors from investing in these women-led ventures. Below are some of the top challenges that female entrepreneurs need to overcome in Society.

(1) Not Being Taken Seriously

Within the business world, women's opinions and advice are not always viewed as "expert" compared to a man's opinion. And when a female starts a business, sometimes family, friends, and others in the business community can view it as a hobby or a side project to family duties, rather than a bona fide business. Seeking out extra support can help to help overcome this bias, but women need to realize that this is a true gender bias obstacle.

(2) Letting Fear Stand in the Way

In general, women can be less prone to taking risks and can let their own fears (such as the fear of failure, fear of success, fear of being on their own etc.) stand in the way of "going for it" and pursuing the path of entrepreneurship. Confidence is a great way to combat these fears and the best way to feel confident in what you are doing is to make sure that you are as prepared as possible before you start your business endeavor. Also, believe in what you bring to the table and value your time, efforts and capabilities.

(3) Wanting to Please Everyone

Females are often taught to "be nice" and "people pleasers", which can lead to seeking the approval of others. Subsequently, women can have a harder time saying "No", which can lead to under-charging for their products/services or being too giving of their time and help in general. This typically comes at the expense of their own needs, business or otherwise.

(4) Wearing Too Many Hats

In their personal lives, women have a tendency to try to be everything to everyone and wear so many different hats that juggling everything becomes very difficult. So, when women add "entrepreneur" and "business owner" into the mix, this tendency is further magnified. Women can feel like they have to "do it for themselves" or are the best person for every job and have a tougher time delegating responsibilities to others. This causes more time to be spent working in their business, rather than on their business. This is a major hurdle to overcome in order to have a successful business.

(5) Not Being Able to "Toot Your Own Horn"

Being able to speak about your accomplishments honestly and with pride is a necessity for a successful business owner or entrepreneur. Sometimes, women feel uncomfortable talking about their achievements and may feel like they are bragging or being too boastful. But your achievements and accomplishments are some of the biggest selling points your business has, so don't be afraid to put them out there! Overcoming these 5 challenges will help put you on a path toward a more successful business.

Development of 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 program on management skills to be provided to women community.
- Encourage women's participation in decision-making.
- Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
- Training on professional competence and leadership skill to be extended to women entrepreneurs.
- Training and counseling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self-confidence and fear of success.
- Counseling 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.
- Activities in which women are trained should focus on their marketability and profitability.
- Making provision of marketing and sales assistance from government part.

- To encourage more passive women entrepreneurs the Women training program should be organized that taught to recognize her own psychological needs and express them.
- State finance corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
- The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
- Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
- Infrastructure, in the form of industrial plots and sheds, to set up industries is to be provided by state run agencies.
- Industrial estates could also provide marketing outlets for the display and sale of products made by women.
- A Women Entrepreneur's Guidance Cell set up to handle the various problems of women entrepreneurs all over the state.
- District Industries Centers and Single Window Agencies should make use of assisting women in their trade and business guidance.

Conclusion

Many studies have concluded that women start their own businesses for a variety of reasons. These reasons included, having an idea for a business plan, a passions for solving a specifically related career problem, wanting to be more in control of their careers, maintaining a more balanced life, having a flexible work schedule, taking a personal vision and turning it into a lucrative business. Along with the intense desire to see their vision carried out, these women also have a great ability to multi-task and are not fearful of the risks involved in being self-employed. Women are still facing many issues in the workforce and being their own boss certainly is more appealing to some of the everyday issues they face in outside of entrepreneurship. Gender roles are still very much a part of their lives but for some female entrepreneurs, they feel more in control, when working for themselves.

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GLOBAL ONLINE ENTREPRENEURSHIP

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Abstract

The purpose of this paper is to evaluate the significance of innovation driven online entrepreneurship as well as the challenges and opportunities of entrepreneurship. Advances in digitization and the development of information and communication technologies (ICTs) is creating opportunities for new types of entrepreneurial activities in emerging economies. However, there is very limited international business research to understand the nature of digital entrepreneurship in emerging economies.

Key Words: *Online Entrepreneurship, Innovation, Digital, Brand Loyalty, Brand Trust.*

Introduction

Entrepreneurship is the dynamic process of bringing resources, labor, materials, and other assets into combinations that make their value greater than before. According to Schumpeter, all truly important changes in the economy are set off by the entrepreneur. An entrepreneur is an innovator creating new products/services, introducing new methods of production, new markets and new organizational models (Schumpeter, 1934).

Meaning of Entrepreneurship

Peter Drucker proposed that 'entrepreneurship' is a practice. What this means is that entrepreneurship is not a state of being nor is it characterized by making plans that are not acted upon. Entrepreneurship begins with action, creation of new organization. This organization may or may not become self sustaining and in fact, may never earn significant revenues. But, when individuals create a new organization, they have entered the entrepreneurship paradigm.

Global Online Entrepreneurs Activities

However, considering the advances in information communication technology (ICT), the first moving characteristics of internet business and the different demographic and geographic background of the users, internet entrepreneurs are faced with a very unstable, uncertain, challenging and highly competitive environment. In terms of opportunity creation and market change, the internet environment can thus be described as change based and fast moving. Even though this state offers many market opportunities, it is also characterized by continuous turmoil since it includes the participation of users from all demographic and geographical backgrounds. Furthermore as new businesses and new business models develop, new online ways of generating income are searched and as a result new social activities as well as new groups of people with common interests emerge. As these multiple participatory items occur, change, evolve and adapt, they each have the potential to cause a ripple effect since they have the potential to change the behavior of the users.

On the other hand, global online entrepreneurs (GOE) or in other words *Born Global* enterprises like Google, Ebay and Amazon successfully keep up with this pace and what is more, they bring new standards to the industry. Google has had and still has a very strong impact on e-business activities of existing international businesses. Virtual enterprises also use Google and its applications widely. Today, Google is the most popular global search engine occupying 53.74 percent of the global search engine market (Market share Statistics for Internet Technologies, 2014). Starting as a predominantly online bookstore in 1994, today Amazon serves 209 million customers. 68.6 percent of smart phone users have an Amazon application. Today, 70,000 books are available on Amazon's match program in various areas of interest. Enabling the users to buy and sell in nearly every country on earth, Ebay on the other hand has more than 120 million users

globally (Smith, 2014). When compared with the owners of ventures that are not fully dedicated to electronic commerce, distinctive innovative behaviors appear to characterize the emerging group of internet entrepreneurs. Although they are not different from other enterprises, the internet entrepreneurs operate in a universe of transforming change. As pioneers of the new networked society, they are both defining and learning new ways of doing business (Morino, 1999).

Carrier, Raymond and Eltaif (2004) state that, idea generation amongst internet entrepreneurs is different from the traditional idea generation of other enterprises. Internet entrepreneurs are more likely to search the market for opportunities, rather than creating a new product or service and then test its market feasibility. Furthermore, internet entrepreneurs initially search the market or analyze the need and generate ideas or solutions in response. As a result of globalization, the demands of the customers are moving towards innovation; and because of the global competition, more and more customers are opting to adopt or choose new products. Therefore, new technologies are trying to be developed to draw the attention of the customers, and create customer satisfaction and brand loyalty as the advancement in technology enables the companies to respond to the needs and demands of the customers better (Schickler, 1994).

Literature Review:

1. Global Online Entrepreneurship

Globalization of markets and technological advances in ICT are among the two environmental reasons for the early adoption of born global (Knight and Cavusgil, 2004). Furthermore, the ICT technologies decrease the costs and risks for born globals to internationalize. However, the key factor for their widespread emergence and success is their internal environment. Generally, in spite of their constrained resources and inexperience, born-global companies, develop their competitive advantage from a combination of sources and theories including research and development, membership in the network (network theory), flexible responsiveness to the environment, and the learning organization theory (Jaw and Chang, 2006). Among the important features of the antecedents of the GOEs are entrepreneurial orientation, risk taking, the identification of opportunities, market orientation, networks and social capital (Colton, Roth, and Bearden 2010; Houghton & Winklhofer 2004; Mostafa, Wheeler and Jones 2006). In addition, the importance of open innovation and consumer relationships has recently been recognized (Bell and Loane, 2010).

2. Service Innovation

According to the Oslo Manual, which is internationally been recognized regarding the definition of innovation: “An innovation is the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations (OECD and Eurostat, 2005, p.46).” As a driver of growth and structural change across the whole economy, service innovation enables the economy to become more productive and provides fuel for innovation in other industries. As it is in the Google case, service innovation even has the potential to create new growth poles and lead markets that have a macro-economic impact. By transforming the way we live, do business and interact with each other, service innovation can bring about structural and economic change in our societies (European Union, 2012). On the other hand, the customers and the changes in customer needs are of critical importance within this innovation chain since the customers are an important driver of innovation, a major influence in the innovation process within companies and the most important factor determining whether a product or service is accepted in the market (Business Decisions Limited, 2003). Through service innovation, new or significantly improved service concepts are introduced into the market. These service concepts of service companies or manufacturing companies comprise service infrastructure, customer processing, business models, commercialization (sales, marketing, delivery), service productivity and hybrid forms of innovation serving several user groups in different ways simultaneously (European Union, 2012).

3. Brand Loyalty

Oliver defines brand loyalty as “A deeply held commitment to re-buy or repatronize a preferred product or service consistently in the future, causing repetitive same brand or same brand-set purchasing, despite situational influences or marketing efforts” (Oliver, 1999, p.34).

Information about the brand plays a key role in the product choice of the customers. When the consumers perceive distinctive features in a brand and get impressed, their brand loyalty towards this brand increases. The basic feature of a brand is the fact that it creates a loyal consumer (Uztug, 2003). Brand loyalty is one of the basic factors that constitute the brand equity and it develops through the consumers trust towards the brand. The most important feature of a strong brand is that it has a loyal mass of consumers. While acquiring new customers is a hard and expensive process, holding on to existing customers is a relatively easy and inexpensive one. High brand loyalty means a high market share and steady revenue that is acquired through repetitive purchases. What is more, a brand with a high brand loyalty can constitute an obstacle for products that are new to the market and can prevent the increase in competition. Since loyal customers are less price sensitive, the firms can work with higher profit shares. Today, all firms have the aim of creating a loyal customer portfolio. Every year, the thousands of new products that enter the market cause an increase in product costs and change costs and this creates a positive situation for the customers to hold on to the brands they know and trust. This evaluation is based on the inclination of the decrease in risk taking and conservatism.

4. Brand Trust

Brand loyalty, which develops through a brand's continuation in realizing its responsibilities, refers to the good intentions of a firm and to the fact that the firm will act in consideration of the customers' interests. Brand trust has two dimensions. Reliability, which has a technical or competence-based nature, is the first dimension of brand trust that comprises the ability and willingness of the firm to keep promises and satisfy the needs of the consumers. In relation to the interests and welfare of the consumers', the second dimension involves the attribution of good intentions to the brand. For instance, when unexpected problems with the product arise, the customers can still have good intentions regarding the brand if they hold brand trust.

5. Customer Satisfaction

Customer satisfaction is the way a person feels after comparing a product's perceived performance according to his or her expectations (Kotler and Armstrong, 1996). The concept of customer satisfaction extends beyond meeting the needs and expectations of customers. Customer satisfaction emerges with the evaluation of a product or service in terms of variables like quality and performance. According to this, customer satisfaction or dissatisfaction develops through a comparison of customers' expectations and perception. At the point where the advantages provided by the purchased product or service and the customer expectations meet, customer satisfaction emerges

Digital Entrepreneurship

Digital entrepreneurship embraces all new ventures and the transformation of existing businesses through novel digital technologies. Digital enterprises are characterized by a high intensity of utilization of novel digital technologies (particularly social, big data, mobile and cloud solutions) to improve business operations, invent new business models and engage with customers and stakeholders. Digital entrepreneurship is the practice of pursuing "new venture opportunities presented by new media and internet technologies" (Davidson & Vaast, 2010: 8). It is similar to traditional entrepreneurship in the sense that "digital ventures aim at generating a financial profit and are directly inscribed into the economic realm, such as creation of a new company or commercialization of an innovation" (Davidson & Vaast, 2010: 2). In digital entrepreneurship "some or all of the entrepreneurial venture takes place digitally instead of in more traditional formats" (Hair, Wetsch, Hull, Perotti & Hung, 2012: 3). Digital enterprises are different from traditional entrepreneurial ventures because they have different business models and can pursue their products, marketing and distribution activities using digital platforms (Hair et al., 2012). Technological trends, such as mobile and social solutions, cloud computing and data analytics offer a range of opportunities for new business services in the knowledge economy, and drastically facilitate the entry into the market of innovative small and medium-sized enterprises (SMEs). Since the economic crisis of 2008, many countries have struggled to create jobs and return to strong economic growth. The greater use of advanced digital technologies by SMEs can boost

growth and employment. Analysis shows that businesses and SMEs in particular, often struggle with digital developments, barriers to cross-border trade, regulatory and administrative burdens and insufficient access to finance. The Commission recognizes the strategic role of digital technologies in improving the business landscape in Europe. Based on policy analysis and intensive dialogue with stakeholders, key priority areas for policy intervention have been identified. These areas have been divided into 'five pillars' that describe the key factors influencing digital entrepreneurship.

The five areas of action are:

- reinforcing the digital knowledge base
- catalyzing a digital business-friendly environment
- easing access to finance
- promoting digital skills and talent
- Reinforcing a digital entrepreneurial culture.

Conclusion

In this research, global online entrepreneurship concept is evaluated in terms of its relativity to innovation through literature review and through a conducted survey, it is confirmed that innovation has a positive impact on brand trust, customer satisfaction and brand loyalty within the context of service innovations. According to the results of this survey, it is observed that a global online entrepreneur like Google, which embraces innovation as a positioning strategy, also increases the brand trust, customer satisfaction and brand loyalty of the users through its innovations in the information communication technology field.

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CHALLENGES AND NEW INNOVATION OF SUCCESSFUL ENTREPRENEUR

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Abstract

An entrepreneur is one who plays significant role in the economic development of a country. Basically an entrepreneur can be regarded as a person who has the initiative, skill and motivation to set up a business or an enterprise of his own and who always looks for high achievement. An entrepreneur is a businessperson who not only conceives and organizes ventures but also frequently takes risks in doing so. Not all independent business people are true entrepreneurs, and not all entrepreneurs are created equal. Different degrees or levels of entrepreneurial intensity and drive depend upon how much independence one exhibits, the level of leadership and innovation they demonstrate, how much responsibility they shoulder, and how creative they become in envisioning and executing their business plans. This paper focuses and provides an insight into the meaning, qualities required for an entrepreneur, innovation and challenges faced by an entrepreneur.

Introduction

The economic development of a Nation depends on its industrial development. The industrial development is based on the entrepreneurial competencies of the people. Hence, the concept of building entrepreneurship Promotion is need of the hour. The term “entrepreneur” comes from the French verb “entreprendre” and the German word “unternehmen”, both means to “undertake”. Bygrave and Hofer in 1891 defined the entrepreneurial process as involving all the functions, activities, and actions associated with perceiving of opportunities and creation of organizations to pursue them”. In simple, entrepreneurship is the act of being an entrepreneur, which can be defined as "one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods". Entrepreneurship is the act and art of being an entrepreneur or one who undertakes innovations or introducing new things. These new things can be any of the start-ups. The most obvious form of entrepreneurship is of starting new business. An Entrepreneur is someone who organizes, manages, and assumes the risks of a business or enterprise. An entrepreneur is an agent of change. Also, entrepreneurs are individuals who recognize opportunities where others see chaos or confusion.

Meaning and Definition of Entrepreneur

Someone who exercises initiative by organizing a venture to take benefit of an opportunity and, as the decision maker, decides what, how, and how much of a good or service will be produced. An entrepreneur supplies risk capital as a risk taker, and monitors and controls the business activities. The entrepreneur is usually a sole proprietor, a partner, or the one who owns the majority of shares in an incorporated venture. According to economist Joseph Alois Schumpeter (1883-1950), entrepreneurs are not necessarily motivated by profit but regard it as a standard for measuring achievement or success. Schumpeter discovered that they greatly value self-reliance, strive for distinction through excellence, are highly optimistic (otherwise nothing would be undertaken), and always favor challenges of medium risk.

Forms of Innovation in Entrepreneur

In a start-up, the entrepreneur is regarded as the key factor in developing a business idea, marshalling resources, and creating an enterprise to bring a new product or service to the market. In a competitive business environment, the entrepreneur and the enterprise should continue to seek out new opportunities and make the necessary arrangement to convert them into new goods and services. Innovation should, therefore, impregnate the entire enterprise for the creation and invention of competitive edge and relevancy in the market place.

Innovation can take several forms:

- i. Innovation in processes, including changes and improvement to methods. These contribute to increases in productivity. This lowers cost helps to increase demand.
- ii. Innovation in products or services. While progressive Innovation is predominant, radical innovation opens up new markets. These lead to increases in effective demand which encourages increases in investment and employment.
- iii. Innovation in management and work organization, and the exploitation of human resources, together with the capacity to anticipate techniques.
- iv. It is associated with uncertainty over the outcome of innovation activities. It is not known beforehand what the result of these activities will be, e.g. whether R&D will result in the successful development of a marketable product or how much time and resources will be needed to implement a new production process, marketing or organizational method, and how successful these will be.
- v. it involves investment. Innovation-related investment can include acquisition of fixed and intangible assets as well as other investment expenditures (such as salaries, or purchase of material or services) that may yield potential returns in the future.
- vi. Innovation is subject to spill-overs. The benefits of creative innovation are rarely fully appropriated by the inventing firm. Companies that innovate by adopting the innovation can benefit from knowledge spillovers as well as from the use of the original innovation. For some innovation activities, imitation costs are substantially lower than development costs, so that an effective appropriation mechanism to provide an incentive to innovate may be required.
- vii. it involves the utilization of new knowledge, or a new use or a combination of existing knowledge. New knowledge may either be generated by the innovating firm in the course of its innovation activities (i.e. through intramural R&D) or acquired externally through various channels. The use of new knowledge or the combination of existing knowledge requires innovative efforts that can be distinguished from standardized routines.
- viii. Innovation aims at improving the firm's performance by gaining a competitive advantage by shifting the demand curve for the firm's products or the firm's cost curve; or by improving the firm's ability to innovate.

Innovation centres on people, culture, structure, process and technology. Innovation is the process through which the entrepreneur converts market opportunities into workable, profitable, and marketable ideas. Innovation is an application of something creative that has a significant impact on an organization, industry or society. Entrepreneurship is the continuing generation of Innovation in response to perceived opportunities in the business environment.

Qualities of a Successful Entrepreneur

Being an entrepreneur is not just starting a business, it is about having attitude and the drive to succeed in business. All successful Entrepreneurs have a similar way of thinking and possess several key personal qualities that make them so successful in business. Successful entrepreneurs like the ambitious Richard Branson have an inner drive to succeed and grow their business, rather than having a Harvard Business degree or technical knowledge in a particular field. Entrepreneurship is a mindset more than anything, Qualities that make an entrepreneur successful are:

Dreamer

A big idea of how something can be better and different internal Drive to Succeed: Entrepreneurs are driven to succeed and expand their business. They see the bigger picture and are often very ambitious. Entrepreneurs set massive goals for themselves and stay committed to achieving them regardless of the obstacles that get in the way.

Innovator

All entrepreneurs have a passionate desire to do things better and to improve their products or service. They are constantly looking for ways to improve. They're creative, innovative and resourceful.

Ability to Organize

He should be able to organize various factors effectively. He has to understand all the aspects of the business

Passionate

Expressive so the idea creates energy and resonance with others \\\

Risk Taker

Pursues the dream without all the resources lined up at the start and distributes the risk over a network of capabilities. In short he should be ready to bear risk and uncertainties

Decision Making

One has to take right decision at a right time by showing his promptness. Quick decisions are expected but hasty decisions shouldn't be taken. Delay in decisions may increase cost of project and reduce the profits.

Continuous Learner and Openness to Change

Constantly exploring and evolving to do best practice. If something is not working for them they simply change. Entrepreneurs know the importance of keeping on top of their industry and the only way to being number one is to evolve and change with the times. They're up to date with the latest technology or service techniques and are always ready to change if they see a new opportunity arise.

Negotiation Skills

Businessman regularly comes into contact with various persons like consumers, workers, government officials, etc. so he should communicate tactfully.

Strong Belief in Themselves

Successful entrepreneurs have a healthy opinion of them and often have a strong and assertive personality.

SWOT analysis of new Entrepreneurs

SWOT analysis is a tool for auditing a business and its environment. It is the first stage of planning and helps marketers and new entrepreneurs to focus on key issues. SWOT stands for strengths, weaknesses, opportunities, and threats.

Strength

Strength can be used to gain a competitive advantage. entrepreneur wants to nurture their strength.

- Recognized as market leader
- Adequate financial resources
- Strong management team
- Proprietary technology
- Specialist marketing expertise
- New, innovative products or services
- Location of business
- Any other aspect of their businesses that add value to their products or services

Weaknesses

Weaknesses are important because they need to be corrected in order to meet their goals.

- Costs disadvantage with competitors
- Weak market image
- No clear strategic direction
- Lack managerial depth
- Outdated facilities
- Lack of marketing expertise
- Undifferentiated products or services (i.e. in relation to your business)
- Location of their businesses
- Poor quality goods or services
- Damaged reputations

Opportunities

Opportunities could allow them to improve their position in the market or grow in business.

- Expand product line
- Add related service
- Form strategic alliance
- Target new market
- A developing market such as the Internet
- Mergers, joint ventures or strategic alliances
- Moving into new market segments that offer improved profits
- A new international market
- A market vacated by an ineffective competitor

Threats

Threats represent potential problems that they should consider and address.

- Entry of strong competitor
- Increased regulation
- Change in customer buying preferences
- A new competitor in your home market
- Price wars among competitors
- A competitor has a new, innovative product or service
- Competitors have superior access to channels of distribution
- Taxation (such as VAT) is introduced on our product or service

Challenges faced by new Entrepreneurs

The following were the important challenges faced by new entrepreneurs.

1. Developing the Vision and Business Idea

To have a great idea, have a lot of them. And there is far more opportunity than there is ability. Thomas Edison Developing a business idea is usually the first challenge faced by every entrepreneur when starting a business from scratch. Finding the right business opportunity or creatively developing an idea is certainly not an easy task. An entrepreneur must possess the ability to see what others cannot see. While others see problems, an entrepreneur must see opportunities. But seeing opportunities is just the beginning. The main business challenge is going to be the ability to forge that opportunity into a business idea. This as a business challenge because the process of transforming problems into business opportunities is like trying to turn lead into gold.

2. Raising Capital for Startup

After developing an idea, the next challenge that the entrepreneurs are going to face when starting a business from scratch is that of raising capital. An entrepreneur is the only one that knows business idea to the core. Trying to convince investors about something that doesn't exist is definitely a challenge. Trying to make them understand that they are trustworthy and equal to the task is not child's play especially when building the first business. There is more to raising capital than just simply asking for money. Most investors want to invest in already established businesses with minimal risk and they want to be sure that they get returns for the risk they took. Most brilliant business ideas never scale through the venture capital stage because the entrepreneur is either not prepared or lacks what it takes to raise the needed capital. To overcome the challenge of raising capital, an entrepreneur must develop the ability to sell their idea and vision to potential investors. In the game of raising capital, an entrepreneur must have a good story to tell; backed by a strong business plan and good persuasion skills.

3. Assembling a Business Team

The third business challenge that an entrepreneur will face in the course of starting a small business from scratch is assembling the right business management team. The process of building a business team starts even before the issue of raising initial start-up capital arises. Most brilliant ideas and products never get funded because the entrepreneur is trying to raise capital as an individual. A business team is a vital, yet often ignored key to raising venture capital successfully. As an entrepreneur bound to have strengths and weaknesses, that is the more reason an entrepreneur needs a business team to cover up or compliment their weaknesses. A team is a

necessity for building a successful business. It is the duty of an entrepreneur to make sure that their team sees the future as the entrepreneur sees.

4. Finding the Right Business

Location finding a good business location at the right place is definitely not easy. An efficient location that has a rapidly growing population, good road network and other amenities at a good place

5. Finding Good Employees

Most writers and managers crank up the process of finding good employees as an easy task. They define the process of finding an employee as simply presenting the job description and the right employee will surface. Business owners know how difficult it is to find a hardworking, trustworthy employee. Most employees want to work less and get paid more. Finding a good employee who will be passionate about delivering his or her services is quite difficult. Finding good employees is a minor task compared to the business challenge of forging the hired employees into a team. Employees are the representatives to business customers and the outside world. They are a reflection of the business culture and ethics. If an employee is bad or rude to customers, it is going to portray a bad image for the company. So it must be careful when hiring employees. Remember the golden rule of business; Hire slow and fire fast.

6. Finding Good Customers

The sixth challenge an entrepreneur will face in the process of starting a small business from scratch is finding good customers. In the process of building a business, an entrepreneur will come to find out that there are good customers as well as bad customers.. Good customers are really hard to find. A good customer will be loyal to the company and will be willing to forgive if the business make a mistake and apologize. A good customer will try to do the right thing that will benefit both himself and company mutually. Bad customers will always look for loopholes in the company's policy to exploit and make a few gains. Bad customers will always try to exploit the company's goodwill and look for ways to rip off the company. Bad customers are responsible for bad debts. Good customers build business and bad customers will always try to liquidate business.

7. Dealing with Competition

Competition is the next challenge an entrepreneur will face when starting a business. Most individuals see competition as a plague but competition as a good challenge. Competition is a benchmark for creativity, the main engine that stimulates innovation and production of quality products at great prices. Without competition, there will be no innovation and without innovation, the world will be stagnant.

8. Keeping up with Industrial changes and Trends

Change in trends is a challenge an entrepreneur must be prepared for when starting a small business. Trends have made and broken lot of businesses. A typical example is the Dot com trend, where many established industrial based businesses were wiped out by new web based dot com companies. Seasoned entrepreneurs know that trend is a friend and are always willing to swiftly adjust their business to the current trend.

9. Exiting the Business

When building a business from scratch, an entrepreneur is going to face the challenge of determining the exit strategy. Most entrepreneurs run their business without any plans to exit and even if they have an exit strategy, they find it difficult to implement it. Before starting a business, it is advisable to plan an exit. Lack of an exit plan is the primary reason why most businesses crumble after the death of the founder. An exit strategy is very important to the long term survival of a business.. Most smart entrepreneurs will use a certain benchmark as a target and once this specific target is reached, they exit the business. Examples of such benchmarks are: Annual sales, Annual Turnover, Asset Base, Market Saturation Customer base, subscribers or number of users. 11. Down in the Doldrums According to several studies, entrepreneurs are more prone to depression and anxiety than the average company employee.

Conclusion

An entrepreneur is one who plays significant role in the economic development of a country. Basically an entrepreneur can be regarded as a person who has the initiative, skill and

motivation to set up a business or an enterprise of his own and who always looks for high achievement. The study of entrepreneurship has relevance today, not only because it helps entrepreneurs better fulfill their personal needs but because of the economic contribution of the new ventures. More than increasing national income by creating new jobs, entrepreneurship acts as a positive force in economic growth by serving as the bridge between innovation and market place.

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CHALLENGES AND OPPORTUNITIES IN INDIAN RURAL ENTREPRENEUR

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Abstract

India lives in its villages, nearly 73 % of the total population live in rural areas where agriculture and allied activities are the main stay of their lives. The economic development of our country largely depends on the development of rural areas and the standard of living of its rural mass. Rural entrepreneur is one of the most important inputs in the economic development of a country and of regions within the country. Rural entrepreneur uses the scarce resources in the most efficient manner thereby increasing profits and decreasing costs. Due to lack of education, majority of rural people are unaware of technological development, marketing etc. Shortage of finance and raw materials are main problems face by rural entrepreneurs. Most of the rural entrepreneurs face peculiar problems like illiteracy, fear of risk, lack of training and experience, limited purchasing power and competition from urban entrepreneurs. Promotion of rural entrepreneurship is a key to develop rural areas and backward towns. This paper focuses on the identification of various problems associated with rural entrepreneurship. Suitable cures have also been discussed to overcome these problems.

Introduction

An entrepreneur is a person who either creates new combinations of production factors such as new methods of production, new products, new markets, finds new sources of supply and new organizational forms or as a person who is willing to take risks or a person who by exploiting market opportunities, eliminates disequilibrium between aggregate supply and aggregate demand or as one who owns and operates a business. The problem is essentially lopsided development which is a development of one area at the cost of development of some other place, with concomitant associated problems of underdevelopment. For instance, we have seen unemployment or underemployment in the villages that has led to influx of rural population to the cities. What is needed is to create a situation so that the migration from rural areas to urban areas comes down. Migration per se is not always undesirable but it should be the minimum as far as employment is concerned. Rather the situation should be such that people should find it worthwhile to shift themselves from towns and cities to rural areas because of realization of better opportunities there. In other words, migration from rural areas should not only get checked but overpopulated towns and cities should also get decongested. If it is so, ways can always be found out. One is by forcibly stopping villagers from settling in the slums of towns and cities, making use of all powers to clear the slums so the villagers are forced to go back. But such practices have not achieved the desired results in the past. Apart from causing suffering to the poor people and adding to the expenditure of the Government, social tensions and economic hardships created by the government officials and their staff in every demolition of slums is not desirable from a sane government. Moreover, when a slum is demolished people do not move out of urban localities.

Rural Entrepreneurship in India

Who should be capable of 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. Despite all the inadequacies in rural areas one should assess their strengths and

build on them to make rural areas places of opportunities. This is much to do with the way one sees the reality of the rural areas.

Challenges faced by Rural Entrepreneurship in India

Family Challenges:

Convincing to opt for business over job is easy is not an easy task for an individual. The first thing compared is - Will you make more money in the business of your choice or as a successor of family business. This is where it becomes almost impossible to convince that you can generate more cash with your passion than doing what your Dad is doing.

Social Challenges:

Family challenges are always at the top because that is what matter the most but at times social challenges also are very important. Let us say you and your friend graduated at the same time. You opted for entrepreneurship and your friend opted for a job. He now has a flat, car and what not because he could easily get those with a bank loan but you still have nothing to show off and this is where the challenge comes.

Technological Challenges:

Indian education system lags too much from the Job industry as a whole but then it lags even more when it comes to online entrepreneurship. What technology would be ideal and how to use that technology effectively?

Financial Challenges:

Financial challenges are a lot different in India especially for online entrepreneurs. When you are starting out as an entrepreneur you don't opt for venture funding but try to go to funding for small to medium business people. Many such non-technical business people don't understand the online business models as a whole and so getting an initial business funding from them becomes challenging. The other option you can think of is a loan but bank loan is not at all an option in India for new online entrepreneurs.

Policy Challenges:

Now and then there is lots of changes in the policies to change in the government. Problems of TRIPS and TRIMS. Problems of raising equity capital, Problems of availing raw-materials, Problems of obsolescence of indigenous technology Increased pollutions Ecological imbalanced.

A. Opportunities

- Free entry into world trade.
- Improved risk taking ability.
- Governments of nations withdrawn some restrictions
- Technology and inventions spread into the world.
- Encouragement to innovations and inventions.
- Promotion of healthy completions among nations

B. Challenges for Rural Entrepreneurs

- Growth of Mall Culture
- Poor Assistance
- Power Failure
- Lack of Technical know how
- Capacity Utilization
- Infrastructure Sickness

C. Opportunities for Rural Entrepreneurs

- Crashed Scheme for Rural Development
- Food for Work Program
- National Rural Employment Program
- Regional Rural Development Centers
- Entrepreneurship Development Institute of India

D. Need for Creating Indian Entrepreneurs- A Snapshot

In today's knowledge based economy is fertile ground for entrepreneurs, in India. It is rightly believed that India has an extraordinary talent pool with virtually limitless potential to become entrepreneurs. Therefore, it is important to get committed to creating the right environment to develop successful entrepreneurs. To achieve this, India must focus on the following area.

- Create the Right Environment for Success
- Ensure that Entrepreneurs have access to the Right Skill
- Ensure that Entrepreneurs have access to „Smart Capital“
- Enable Networking and Exchange
- Government Support: Both the Central and State Governments should take more interest in promoting the growth of entrepreneurship.

Problems faced by the Rural Entrepreneur

Entrepreneurs are playing very important role in the development of economy. They face various problems in day to day work. As the thorns are part of roses, similarly every flourishing business has its own kind of problems. Some of the major problems faced by rural entrepreneurs are as under.

1. Financial Problems

Paucity of Funds: Most of the rural entrepreneurs fail to get external funds due to absence of tangible security and credit in the market. The procedure to avail the loan facility is too time-consuming that its delay often disappoints the rural entrepreneurs. Lack of finance available to rural entrepreneurs is one of the biggest problems which rural entrepreneur is born now days especially due to global recession. Major difficulties faced by rural entrepreneurs include low level of purchasing power of rural consumer so sales volume is insufficient, lack of finance to start business, reduced profits due to competition, pricing of goods and services,

Lack of Infrastructural Facilities: The growth of rural entrepreneurs is not very healthy in spite of efforts made by government due to lack of proper and adequate infrastructural facilities.

Risk Element: Rural entrepreneurs have less risk bearing capacity due to lack of financial resources and external support.

2. Marketing Problems

Competition: Rural entrepreneurs face severe competition of large sized organizations and urban entrepreneurs. They incur the high cost of production due to high input cost. Major problems faced by marketers are the problem of standardization and competition from large scale units. They face the problem in fixing the standards and sticking to them. Competition from large scale units also creates difficulty for the survival of new ventures. New ventures have limited financial resources and hence cannot afford to spend more on sales promotion. These units are not having any standard brand name under which they can sell their products. New ventures have to come up with new advertisement strategies which the rural people can easily understand. The literacy rate among the Problems Faced by Rural Entrepreneurs and Remedies to Solve It rural consumer is very low.

Middlemen: Middlemen exploit rural entrepreneurs. The rural entrepreneurs are heavily dependent on middlemen for marketing of their products who pocket large amount of profit. Storage facilities and poor mean of transport are other marketing problems in rural areas. In most of the villages, farmers store the produce in open space, in bags or earthen vessels etc. So these indigenous methods of storage are not capable of protecting the produce from dampness, weevils etc. The agricultural goods are not standardized and graded.

3. Management Problems

Lack of Knowledge of I.T: Information technology is not very common in rural areas. Entrepreneurs rely on internal linkages that encourage the flow of goods, services, information and ideas. The intensity of family and personal relationships in rural communities can sometimes be helpful but they may also present obstacles to effective business relationships. Business deals may

receive less than rigorous objectivity and intercommunity rivalries may reduce the scope for regional cooperation. Decision making process and lines of authority are mostly blurred by local politics in rural areas.

Legal formalities: Rural entrepreneurs find it extremely difficult in complying with various legal formalities in obtaining licenses due to illiteracy and ignorance.

Procurement of Raw Materials: Procurement of raw materials is really a tough task for rural entrepreneurs. They may end up with poor quality raw materials, may also face the problem of storage and warehousing.

Lack of Technical Knowledge: Rural entrepreneurs suffer a severe problem of lack of technical knowledge. Lack of training facilities and extensive services create a hurdle for the development of rural entrepreneurship.

Poor Quality of Products: Another important problem is growth of rural entrepreneurship is the inferior quality of products produced due to lack of availability of standard tools and equipment and poor quality of raw materials.

4. Human Resources Problems

Low Skill Level of Workers

Most of the entrepreneurs of rural areas are unable to find workers with high skills. Turnover rates are also high in this case. They have to be provided with on the job training and their training is generally a serious problem for the entrepreneur as they are mostly uneducated and they have to be taught in the local language which they understand easily. The industries in rural areas are not only established just to take advantage of cheap labor but also to bring about an integrated rural development. So rural entrepreneurs should not look at rural area as their market, they should also see the challenges existing in urban areas and be prepared for them. Rural entrepreneurs are generally less innovative in their thinking. Youths in rural areas have little options "this is what they are given to believe". This is the reason that many of them either work as farm or migrate to urban land.

Negative Attitude

The environment in the family, society and support system is not conducive to encourage rural people to take up entrepreneurship as a career. It may be due to lack of awareness and knowledge of entrepreneurial opportunities. The young and well educated mostly tend to leave. As per circumstances, rural people by force may be more self-sufficient than their urban counterparts, but the culture of entrepreneurship tends to be weak. Continuous motivation is needed in case of rural employee which is sometime difficult for an entrepreneur to Problems In Rural Entrepreneurship Entrepreneurs are playing very important role in the development of economy. They face various problems in day to day work.

Conclusions

Rural entrepreneur is a key figure in economic progress of India. Rural entrepreneurship is the way of converting developing country into developed nation. Rural entrepreneurship is the answer to removal of rural poverty in India. Therefore, there should be more stress on integrated rural development programs. The problem is that most of the rural youth do not think of entrepreneurship as the career option. Therefore, the rural youth need to be motivated to take up entrepreneurship as a career, with training and sustaining support systems providing all necessary assistance. There should be efficient regulated market and government should also lend its helping hand in this context. Grading and standardization should be promoted and promotional activities should be enhanced.

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ENTREPRENEURIAL SUPPORT AND DEVELOPMENT OF SMES THROUGH INCUBATORS

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Abstract

World over, Micro and Small Enterprises (MSEs) are recognized as an important constituent of the national economies, contributing significantly to employment expansion and poverty alleviation. Recognizing the importance of micro and small enterprises, which constitute an important segment of Indian economy in terms of their contribution to country's industrial production, exports, employment and creation of entrepreneurial base, the Central and state Governments have been implementing several schemes and programmes for promotion and development of these enterprises. Among the six basic principles of governance underlying the National Common Minimum Programme (NCMP) of the Government, "sustained economic growth in a manner that generates employment" has a pride place. This paper focused on the support of entrepreneurial and management of SMEs through incubators. This initiative is now being taken up by the Ministry of MSME - the nodal Ministry for the development of entrepreneurship and creation of self-employment and more employment avenues.

Keywords: SMEs, MSME, NMCC, NMCP, Business Incubators.

Introduction

The NCMP also describes the MSEs as "the most employment-intensive segment". Finance Minister's Budget speech of 2005-06 specially mentions: "Worldwide, it is manufacturing that has driven growth. In order to revive the manufacturing sector, particularly small and medium enterprises and to enable them to adjust to the competitive pressure caused by liberalization and moderation of tariff rates, new scheme is proposed to be launched that will help them strengthen their operations and sharpen their competitiveness. The design of the scheme will be worked out by the National Manufacturing competitiveness Council (NMCC) in consultation with the industry." The Finance Minister's speech of 2006-07 states "NMCC along with relevant stakeholders like the Ministry of MSME has conceptualized and finalized the components of the programme incorporating suitable inputs from the stake-holders". This component-scheme of the NMCP envisages selection of a large number of academic and training institutes and provision of financial support to set up at least 100 business incubators to host about 1000 micro and small enterprises.

Objective

The main objective of the scheme is to promote emerging technological and knowledge-based innovative ventures that seek the nurturing of ideas from professionals beyond the traditional activities of Micro, Small & Medium Enterprises (MSMEs). Such entrepreneurial ideas have to be fostered and developed in a supportive environment before they become attractive for venture capital. Hence the need arises for incubation centres: to promote and support untapped creativity of individual innovators and to assist them to become technology based entrepreneurs. It also seeks to promote networking and forging of linkages with other constituents of the innovation chain for commercialization of their developments. This initiative is now being taken up by the Ministry of MSME - the nodal Ministry for the development of entrepreneurship and creation of self-employment and more employment avenues.

Scheme of Business Incubators

Under this scheme, 100 "Business Incubators" (BIs) are to be set up under Technology (Host) Institutions over the next 4 years and each BI is expected to help the incubation of about 10 new ideas or units. For this service, which includes the provision of laboratory/workshop facilities and other assistance/guidance to young innovators, each BI will be given between Rs.4 lakh and Rs.8 lakh per idea/unit nurtured by them, limited to a total of Rs.62.5 lakh for the ten. In addition, each BI or each Host Institution may get :

Items @ per BI

- Upgradation of infrastructure Rs. 2. 50 lakh
 - Orientation/Training Rs. 1.28 lakh
 - Administrative Expenses Rs. 0.22 lakh.
- Thus the total assistance per BI - Rs. 66.50 lakhs.

Implementing Agencies

The incubational support will be provided by Host Institutions, like: Indian Institutes of Technology (IITs), National Institutes of Technology (NITs), Engineering Colleges, Technology Development Centres, Tool Rooms, etc, Other recognised R&D&/or Technical Institutes/Centres, Development Institutes of DIP&P in the field of Paper, Rubber, Machine Tools, etc. The geographical areas, the disciplines and the infrastructure-providers listed above will be reviewed midway during the implementation, for any corrective action needed to make the scheme more effective with better outcome. The Target has been proposed that in each Business Incubator, efforts will be made to reach the ratio of 4:1 between the incubated micro and small enterprises, respectively i.e. efforts will be made to incubate 8 micro enterprises and 2 small enterprises in each BI on an average in an ideal situation. However, flexibility on this count would be permissible. There will also be flexibility in having more than one BI in the same host Institution, and where required, there may be less than 10 or more than 10 enterprises hosted in each BI.

Expectations

The term 'innovation' covers a very wide domain and in so far as micro and small enterprises are concerned, it could signify any activity and new/ingenious procedure or product that is likely to be of use to society (or to specific segments thereof) and therefore marketable in the long run. The purpose of the small dose of assistance proposed under the present scheme is to support students/ exstudents of science and technology and entrepreneurs try out their innovative ideas (processes and products) at the laboratory or workshop stage and beyond (to the extent possible) - to carry forward the idea from its mere conception to 'know-how ' and then to 'do how' stage. Even Special Purpose Machine (SPM) would clarify as 'innovations' under this low cost scheme as long as they lead to better, more competitive and economical operations- and are marketable by the small and medium enterprises that are to be formed by the successful innovators. In the case of many Host Institutions, where other similar programmes for enriching and incubating innovations are already on, this MSME assistance could be dovetailed within them, by way of an additional encouragement/ sustenance, without leading to duplications or unnecessary double benefits. It would be left to each Host Institution or its BI to benchmark the expectations from its students and entrepreneurs (and their ideas) at the level that is considered appropriate and to provide the level of assistance that is actually required to operationalise ideas. It is needless to mention that the level of success that each BI or Host Institution achieves through this scheme would enhance its own reputation and vice versa in case of repeated failures.

As explained, this scheme is designed for sustaining, at some basic or introductory level, the incubation of ideas that would have otherwise been lost for want of support. The expectations are that a sizeable percentage of the grantees/ incubates would be graduating to higher levels of operation, that would then require other levels of support under other schemes/ organisations and from Venture Capital or Angel Funding.

Financial Assistance

As stated, 100 Business Incubators are to be set up to incubate about 1000 ideas, many of which are likely to lead to the setting up of Small and Micro Enterprises at a cost of Rs 62.50 Crore in four years time period.. Financial target in terms of expenditure has also been indicated to match the physical target. Another Rs. 4 Crore are earmarked for minor components and the total cost of the project is to be Rs. 66.5 Crore. BIs will maintain separate accounts of the funds received and expenditure incurred on various activities. An audited Statement of Accounts or the statement certified by the Chief Financial Officer of the Host Institution will also be obtained.

Participation in a Public Private Partnership Mode

To ensure the participation of the entrepreneurs in a PPP mode, it has been proposed that 15% and 25%, as the case may be, of the cost of intervention, will be borne by Micro and Small Enterprises respectively, wherever applicable. The proposal is in the form of pointed interventions to demonstrate the efficiency of superior technologies/procedures that are more conducive to the fast-changing environment in industrial competitiveness. In other words, other innovative options are being considered, with considerable degrees of private participation, in order to implement the schemes that are proposed under the PPP mode. The traditional government driven, government-managed, subsidy-oriented activities have to give way to user-driven and user managed options - based on their felt needs and faced challenges of stakeholders. The innovative options ensuring that private participation in the programme is on a proportionate basis and govt. contribution of 75% to 85% towards the project cost will be utilized for technology fee, common facilities and hiring/lease of machinery etc. The incubatee will deposit his / her share to the host institute after completing the formalities of Tripartite Agreement, to be signed between the Government, the host Institute (operationalising the incubator) and the aspiring incubatee, clearly laying down the obligations from and expectations of each of the three signatories. The approach has been framed in such a manner that the stakeholders / Micro and Small Enterprises are in a position to carry on these activities after the incubation period is phased out.

Mode of Finance Releases

As would be laid down in the tripartite agreement between the Government, the host institution and the aspiring entrepreneur, the Government would release finances to the Host Institution. Initially, the host institution would be released 30 per cent of the expenditure expected to be incurred in the establishment and operation of the incubators during the ensuing financial year. The balance would be released to the host institution in one or more instalment, once the earlier amount is reported to have been utilised by the host institution.

Conclusion

The project would be monitored and guided by the Ministry of MSME. Emphasis needs to be given to ensure continuation of the scheme through documentation in monitoring of the implementation. A monitoring and advisory committee headed by Additional Secretary and Development Commissioner (MSME) comprising of Representative of NMCC, Technology Information Forecasting and Assessment Council (TIFAC), Lead Bank of the State where the incubator is established and Industries Associations represented on the Advisory Committee constituted under the MSMED Act 2006 would be constituted to review and guide the implementation of the programme periodically. Necessary mid-term corrections arrived at by the Committee will be applied to make the programme more effective.

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ROLL OF WOMEN ENTREPRENEURSHIP THROUGH SELF HELP GROUP IN TAMILNADU

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Abstract

Global changes have created economic opportunities and women entrepreneurs have emerged as a distinct class. Their contribution to national economy is now substantial. Women entrepreneurship directly or indirectly decides the Nation's economy and its growth. In India too, the women entrepreneurship development had come a long way since it was systematically initiated in 1979. It was estimated that presently women entrepreneurs comprise about 11 per cent of the total entrepreneurs in India. Women entrepreneurship has been recognized as an important source of economic growth as they create new jobs for themselves and others and also provide society with different solutions to management, organization and business. Women's entrepreneurship contributes to the economic well-being of the family and communities and also reduces poverty. The growth of Self-Help Groups (SHGs) is an evidence of the fact that women are coming out of their shells and maintaining their citizenship in the city.

Keywords Entrepreneurship, Women Entrepreneurship, Self Help Groups

Introduction

Women have been successful in breaking their confinement within the limits of their homes by entering into varied kinds of professionals 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 businesses are highly increasing in the economies 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. The government has an important catalytic role in helping rural population mobilize their own entrepreneurship. An appropriate role of government agencies is therefore to create an enabling environment allowing rural SHGs to grow and perform their functions more effectively to the extent that they become independent, some such groups are unable to function effectively because of lack of professionalism, technical competence and entrepreneurial skills. The government thus also has an important capacity building role so that the SHGs develop into self-reliant organizations over time. A different orientation is required in rural sector and an altogether different outlook is required for developing women entrepreneur that should be based on understanding of the dynamics of rural behaviour. So that a clear picture of entrepreneurial activities in rural areas is drawn, which may work as road map of entrepreneurial development in rural India and can help estimate how far have we come and how much is to be done in order to make rural women self-reliant.

Statement of the Problem

In developing countries, credit access and terms, have been the major setbacks in women economic empowerment. Lack of collateral security, need of small-sized loans which is expensive, high bank transaction costs have been the major hindrance. The need to create a grassroots organizational base to enable poor women to come together, to analyze their issues and problems themselves, and to fulfill their needs has been strongly advocated in countries like Indian, Bangladesh, and Pakistan. Grassroots organization such as the self-help group has enable women secure their tomorrow through pooling their little financial resources in terms of savings. These savings are crucial in two aspects they are lend to members as loans and part of it is used to access loan from financial institutions. The Self help Group (SHG) also empowers its members through

equipping them with new skills through frequent trainings. Participation in Self help groups has been much hypothesized to bring women economic empowerment. Thus this study therefore purposes to assess the impact of women participation in SHG on self-economic empowerment.

Objectives of the Study

The objective of this study is to Study the Role of Self Help Groups in the Entrepreneurial Development among the Rural Women.

Methodology

The data used for the study is secondary data comprising of official websites, journals, magazines and articles and the like. The present study covers only women entrepreneur who are the members of SHGs.

Origin and Concept of Self Help Groups (SHGs)

Poverty and unemployment are the major problems of any under developed country, to which India is no exception. The rate of growth of women employment in India is very low. This is because of the low growth rate of new and productive employment. The 9th, 10th and 11 th plans planned the rate of growth of employment and implemented various schemes to reduce poverty and to promote the gainful women employment and entrepreneurship in India. The more attractive scheme with less effort is “Self Help Group”. It is a tool to remove poverty and improve the women entrepreneurship and financial support in India. Mohammed Yunus first started and established Self Help Groups in Bangladesh at Grameen Bank. Self Help Groups were started and formed in 1975. In India National Bank for Agriculture and Rural Development (NABARD) was initiated in 1986-87. But the real effort was taken after 1991-92 from the linkage of Self Help Groups with the banks. A Self Help Group is a small economically homogeneous affinity group of the rural poor voluntarily coming together to save a small amount regularly, which is deposited in a common fund to meet members’ emergency needs and to provide collateral free loans decided by the group. Self Help Groups are recognized as a useful tool to help the poor and an alternative mechanism to meet the urgent credit needs of poor group members through saving habit. Self Help Groups enhance the equality of status of women as participants, decision-makers and beneficiaries in the democratic, economic, social and cultural spheres of life. The basic principles of the Self Help Groups are group approach, mutual trust, organization of small and manageable groups, group cohesiveness, spirit of thrift, demand based lending, collateral free, women friendly loan, peer group pressure in repayment, skill training capacity building and empowerment.

Self Help Groups in Tamil Nadu

Government of Tamil Nadu established the Tamil Nadu Corporation for Development of Women Limited for the empowerment of women in December 1983. Tamil Nadu Women Development Project, funded by the International Fund for Agricultural Development, was started on an experimental basis during 1991- 1992 in Dharmapuri district. It received its first growth thrust and was extended to all other districts in a phased manner under the State Budget. It is more popularly known as „Mahalir Thittam“. Government of Tamil Nadu initiated „Mahalir Thittam“ throughout the State for the overall upliftment of women.

Agencies helping the formation of SHGs

An organization could thrive efficiently by its own personal activities and methods of approach. In addition to that, there are ample scopes for obtaining help and assistance from outside sources also. For instance Non-Governmental Organizations (NGOs), Social Workers, Village Level Welfare Workers, informal associations of local people, development oriented Government Departments, Scheduled Banks, Bank personnel and such other individuals in their personal capacities extend their support to the promotion of the self- help groups. 61 Farmer’s Forums, National Banks for Agriculture and Rural Development (NABARD) and Small industries Bank of India (SIDBI), the Rural Access to Services through Internal Activities (RASI), The Goodwill Social Work Centre (GSWC), Foundation of Occupational Development (FOOD) are some of the few development institutions which are the helping agencies in the formation of SHGs.

Reasons for Joining Self Help Groups

Women have joined SHGs not only for the enhancement of their social status, but also to have economic independence. It is found in the rural areas that women is merely depends upon the

men members in the family. To contribute equally in the family and as to fulfill her own needs women have joined SHGs.

Self Help Group and Entrepreneurship

Self help group and entrepreneurship are very much linked together, self help group draws mainly from the motivation and built confidence as being the part of the group. The entrepreneurship development is directly linked to the creation of the Self Help Group. The successful creation of the SHG eventually bolsters women to take initiative of an entrepreneur. Woman, while being in the family and limiting self from interacting with the large world and so with opportunities, are being provided with the financial, social and economic support from the group of self help, if not family. Virtual presence of the other group members help woman to come out of the gender segregated patriarchal walls of limitation. The outside world does provide an industrial climate to women where they can assert for self and start venture of their choice. The support of SHG also ensures the financial backing from the group and bank with which the SHG was associated with. Also on the other hand, the state and central government also plan for the upliftment of the processes of equitable economic development which can be gained through the active participation of women in either already job places for creating job for self and others. Hence, the plans of the state government for microfinance and other initiation for creating an atmosphere for the development empower women to take part in the initiatives of entrepreneurship.

Functions of Self Help Groups

The important functions of Self Help Groups are the following:-

- i) Enabling members to become self-reliant and self-dependent.
- ii) Providing a forum for members for discussing their social and economic problems.
- iii) Enhancing the social status of members by virtue of their being members of the group.
- iv) Providing a platform for members for exchange of idea.
- v) Developing and encouraging the decision making capacity of members.
- vi) Fostering a spirit of mutual help and cooperation among members.
- vii) Instilling in members a sense of strength and confidence which they need for solving their problems.
- viii) Providing organizational strength to members.
- ix) Providing literacy and increasing general awareness among members, and
- x) Promoting numerically and equipping the poor with basic skills required for understanding monetary transactions.

Impact of Self Help Groups on Women Entrepreneurship Development

SHG has played a significant role in the women entrepreneurship development. SHG has conducted various financial literacy programmes, to provide skill training programme to women with the help of NGO's and NABARD. To provide a facility of Micro-saving and Micro-credit to women to enhance their businesses on small scale and also to provide them a separate identity in the bank by having their bank account. Women in rural areas felt emotional attachment with the SHGs because it has provided a platform of growth for women which further lead to have entrepreneurship development among women. An effort has been made through primary data collected from the women respondents, who have joined the SHG to be self dependent.

Major problems of women Self Help Groups:

Women as compared to men have always been delicate and therefore they have to face many problems when they come out of the house to work with men. Women in developed economy do not face the problems which are faced by the Indian women. Despite many achievements, women get trifled by many difficulties. Some being common for both male and female and some are the curse only to the women. There are many psycho-social factors which hinder the path of women empowerment and her stepping towards entrepreneurship. Women have always been criticized by the male dominant society for their out of home activities. Indian women are confronted with many such problems. Indians believe in the philosophy that "Women should never be left independent; she should be under the control of her father in childhood, under the control of her husband after marriage and under the control of her son in old age". Some of the major difficulties in this respect can be illustrated as below.

1. **Family discouragement:** As women in India have to work amidst social taboos, restrictions and the like., they are not supported much to undertake entrepreneurship by their family members.

2. **Social Barriers:** Women SHG in India are always seen with suspicious eyes, particularly in rural areas, they face more social barriers.

3. **Caste and Religion:** Though India is a secular country in practice, caste and religious systems dominate with one another and it hinders women SHGs.

4. **Lack of self confidence and risk bearing capacity:** Women lack self confidence and always feel that they may not be successful and hence hesitate to take risks.

5. **Psychological factors:** Always women feel that she is 'women' and less efficient than men and hesitates to take risks. She has to play a dual role if she is employed or engaged in work. She has to strive hard to balance her family life with care hence feels better to be housewife.

6. **Lack of practical knowledge:** Though women may be educated and have qualified knowledge, she lacks practical knowledge and hence hesitates to establish her own venture.

7. **Problem of finance:** Women entrepreneurs lack property in their own name and hence banks and financial institutions may hesitate to finance women based projects.

8. **Lack of information:** Women SHG lack knowledge of availability of raw materials, finance facilities and government help and subsidy etc; they lack knowledge of advanced technology also and hence cannot widen their markets.

9. **Problems of middlemen:** Women SHG have to face the problems of middlemen more, as they generally depend more on them. Their margin of profit will be more and hence cause for higher selling price, which affects consumer's attraction towards women's products.

10. **Problem of Marketing:** As generally women SHG will have small scale business they have to strive hard to sell their products in the modern competitive world. Their marketing knowledge will be less and lack of marketing skills as compared to men.

Suggestions

1. There should be continuous attempt to inspire, encourage, motivate and co operate women entrepreneurs.
2. SHGs should be provided with more loans from the government.
3. The government should introduce entrepreneurial development programme for women.
4. Finance should be made available to women entrepreneurs at a reduced rate of interest.
5. Better educational facilities and schemes should be extended to women folk from the government.
6. Extension participation programme may be arranged with extension agencies for the SHGs to visit their business houses to know the functions and its administration so that it creates awareness among the women group.

Conclusion

The research was very helpful for enhancing the real state of the women. The involvements in the SHGs have brought about economic and social changes among the members in the study area. A large number of the members have reported that their family status have increased by becoming a member of the SHGs. The income level of the SHG members has raised and this has uplifted their social status in their area and in the society. Since SHGs, help women to achieve economic empowerment and this policy measures will contribute a lot to the nation.

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ENTREPRENEURIAL SUCCESS OF Mc DONALD - A CRITICAL STRATEGIC ANALYTICAL APPROACH

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Abstract

In the world of entrepreneurship major changes are witnessed always. Many entrepreneurs appear and disappear in the arena. But successful entrepreneurs only thrive and withstand over a longer period of time as they have perseverance, like to taste and smell the odour of success, love challenges and creative. These attributes really suit Raymond Kroc of Mc Donald. With profound turbulence from the inception of the concern, the founder and progenies established and developed it as multinational. The paper discusses the strategic orientation of McDonald and the ways and means by which it attained success.

Key words: *Business Model, Marketing mix, Promotion, Life cycle.*

Introduction: McDonald's Story - Genesis

The story of McDonald's started in 1954, when its founder Raymond Kroc saw a hamburger stand in San Bernardino, California and envisioned a nationwide fast food chain. Kroc proved himself as a pioneer who revolutionized the American restaurant industry. Today McDonald's is the world's largest fast food chain serving 47 million customers daily. McDonald's is now one of the most valuable brands globally, worth more than \$25 billion. The Golden Arches and its mascot Ronald McDonald have gained universal recognition. Though the company has roots in the US, McDonald's today has become an accepted citizen of the world. In 1955, Ray Kroc opens his first restaurant. McDonald's Corporation was created. In the year 1968, Big Maca was introduced. Happy Meal was launched in 1974. McDonald's opened in India, the 95th country in the year 1996.

Business Model

Franchise Model - Only 15% of the total number of restaurants are owned by the Company. The remaining 85% is operated by franchises. The company follows a comprehensive framework of training and monitoring of its franchises to ensure that they adhere to the **Quality, Service, Cleanliness and Value propositions** offered by the company to its customers.

Product Consistency - By developing a sophisticated supplier networked operation and distribution system, the company has been able to achieve consistent product taste and quality across geographies.

Act like a retailer and think like a brand - McDonald's focuses not only on delivering sales for the immediate present, but also protecting its long term brand reputation.

McDonald's in India

McDonald's entered India in 1996. McDonald's India has a joint venture with Connaught Plaza Restaurants and Hard Castle Restaurants. Connaught Plaza Restaurants manages operations in North India whereas Hard Castle Restaurants operates restaurants in Western India. Apart from opening outlets in the major metros, the company is now expanding to Tier two cities like Pune and Jaipur and Chennai.

Challenges in Entering Indian Markets: Regiocentricism: Re-engineering the menu - McDonald's has continually adapted to the customer's tastes, value systems, lifestyle, language and perception. Globally McDonald's was known for its hamburgers, beef and pork burgers. Most Indians are barred by religion not to consume beef or pork. To survive, the company had to be responsive to the Indian sensitivities. So McDonald's came up with chicken, lamb and fish burgers to suite the Indian palate.

The vegetarian customer - India has a huge population of vegetarians. To cater to this customer segment, the company came up with a completely new line of vegetarian items like McVeggie burger and McAlooTikki. The separation of vegetarian and non-vegetarian sections is maintained throughout the various stages.

Segmentation, Targeting and Positioning

McDonald's uses demographic segmentation strategy with age as the parameter. The main target segments are children, youth and the young urban family. Kids reign supreme in FMCG purchase related to food products. So to attract children McDonalds has Happy Meal with which toys ranging from hot wheels to various Walt Disney characters are given (the latest in this range is the toys of the movie Madagascar). For this, they have a tie-up with Walt Disney. At several outlets, it also provides special facilities like '**Play Place**' where children can play arcade games, air hockey, etc. This strategy is aimed at making McDonald's a fun place to eat. This also helps McDonald's to attract the young urban families wanting to spend some quality time while their children have fun at the outlet. To target the teenagers, McDonald's has priced several products aggressively, keeping in mind the price sensitivity of this target customer. In addition, facilities like Wi-Fi are also provided to attract students to the outlets like the one at Vile Parle in Mumbai.

"Mc Donald's mein hai kuch baat" projects McDonald's as a place for the whole family to enjoy. When McDonald's entered in India it was mainly perceived as targeting the urban upper class people. Today it positions itself as an affordable place to eat without compromising on the quality of food, service and hygiene. The outlet ambience and mild background music highlight the comfort that McDonald's promises in slogans like "**You deserve a Break Today**" & "**Feed your inner child**". This commitment of quality of food and service in a clean, hygienic and relaxing atmosphere has ensured that McDonald's maintains a positive relationship with the customers.

Customer Perception and Customer Expectation

Customer perception is a key factor affecting a product's success. Many potentially revolutionary products have failed simply because of their inability to build a healthy perception about themselves in the customers' minds. McDonalds being an internationally renowned brand brings with it certain expectations for the customers. Customers expect it to be an ambient, hygienic and a little sophisticated brand that respects their values. The customer's expect the brand to enhance their self-image. Customer responses obtained at the Vile Parle, Mumbai outlet confirmed the fact that they connect strongly with the brand. However, fulfilling some of the customer expectations like a broader product variety provide McDonald's a great scope for improvement.

McDonalds Marketing Mix (5 P's)

After segmenting the market, finding the target segment and positioning itself, each company needs to come up with an offer. The 5 P's used by McDonalds are: Product, Place, Price, Promotion and People

Product: How should the company design, manufacture the product so that it enhances the customer experience?

Product is the physical product or service offered to the consumer. Product includes certain aspects such as packaging, guarantee, looks etc. This includes both the tangible and the non-tangible aspects of the product and service. McDonalds has intentionally kept its product depth and product width limited. McDonalds studied the behaviour of the Indian customer and provided a totally different menu as compared to its International offering. It dropped ham, beef and mutton burgers from the menu. India is the only country where McDonalds serve vegetarian menu. Even the sauces and cheese used in India are 100% vegetarian. McDonalds continuously innovates its products according to the changing preferences and tastes of its customers. The recent example is the introduction of the Chicken Maharaja Mac. McDonalds bring with it a globally reputed brand, world class food quality and excellent customer specific product features.

Place: Where should be the product be available and the role of distribution channels?

The place mainly consists of the distribution channels. It is important so that the product is available to the customer at the right place, at the right time and in the right quantity. Nearly 50% of U.S.A is within a 3 minute drive from a McDonald's outlet. There is a certain degree of fun and happiness that a customer feels each time he dines at McDonalds. There are certain value propositions that McDonalds offer to its customers based on their needs. McDonalds offers hygienic environment, good ambience and great service. Now McDonalds have also started giving internet facility at their centres and they have been playing music through radio instead of the normal music. There are certain dedicated **areas for children** where they can play while their parents can have some quality time together.

Price: What should be the pricing strategy?

Pricing includes the list price, the discount functions available, the financing options available etc. It should also take into the consideration the probable reaction from the competitor to the pricing strategy. This is the most important part of the marketing mix as this is the only part which generates revenue. All the other three are expenses incurred. The price must take into consideration the appropriate demand-supply equation. McDonald's came up with a very catchy punch line "Aap ke zamane mein ,baap ke zamane ke daam". This was to attract the middle and lower class consumers and the effect can clearly be seen in the consumer base McDonalds has now. McDonalds has certain value pricing and bundling strategies such as happy meal, combo meal, family meal etc to increase overall sales volumes.

Promotion: What is the suitable strategy and channels for promotion of the product?

The various promotion channels being used by McDonald's to effectively communicate the product information are given above. A clear understanding of the customer value helps decide whether the cost of promotion is worth spending. There are three main objectives of advertising for McDonald's are to make people aware of an item, feel positive about it and remember it. The right message has to be communicated to the right audience through the right media. McDonald's does its promotion through television, hoardings and bus shelters. They use print ads and the television programmes are also an important marketing medium for promotion. Some of the most famous marketing campaigns of McDonald's are: "You Deserve a break today, so get up and get away- To McDonald's", "Aap ke zamane mein ,baap ke zamane ke daam". "Food, Folks, and Fun" "I'm loving it".

People: How to converge the benefits of internal and external marketing?

McDonald's understands the value of both its employees and its customers. It understands the fact that a happy employee can serve well and result in a happy customer. McDonald continuously does Internal Marketing. This is important as it must precede external marketing. This includes hiring, training and motivating able employees. This way they serve customers well and the final result is a happy customer. The level of importance has changed to be in the following order (the more important people are at the top): Customers, Front line employees, Middle level managers, Front line managers The punch line "I'm loving it" is an attempt to show that the employees are loving their work at McDonalds and will love to serve the customers.

The McDonald's Experience

Marketing in a services industry is becoming an increasingly complex challenge. The paradigms of service marketing demand a passionate understanding of customer expectations and perceptions, and linking them to product design & delivery as well as operational planning. This is where McDonald's has excelled due to its ability to successfully integrate the customer's perspective in its products and operations in a comprehensive manner. The revamped menu in India is an example of McDonald's strategy of integrating the customer's perspective in its products. And, the operational integration is evident from McDonald's emphasis on its suppliers as its customers as well as its treatment of its consumers as co-producers of services.

The ultimate aim of Service Marketing is not just to become a Service Leader but to create a Service Brand. The Service Delivery Process is the key to achieving this aim of Service Marketing. During the Service Delivery Process, each moment of interaction between the firm and the

customer, called “Moments of Truth”, helps understand the opportunities that a firm has to win or lose the customer. For example, these “moments of truth” are created for McDonald’s every time the guard at the McDonald’s outlet meets the customer, every time an attendant takes down the order from the customer waiting in the queue, every time the cashier interacts with the customer, every time the attendant helps the customer guided the customer towards the table, every time the attendant cleans the table, etc. Managing these “moments of truth” is a great challenge in Service Marketing especially due to customer’s involvement as a co-producer of services (e.g. McDonald’s self-service concept wherein the customer not only collects the order but also cleans the table after consuming the food). However, McDonald’s has been able to create a great experience for its customers by understanding the nature of the entire Service Delivery Process and the various stages in the process that are exposed to the customers. Transparency in the processes at its outlet has helped McDonald’s bring the back office in its outlet at the front so that the customer is able to know the operations and provide feedback on service design improvements. Internal Customer Focus is equally important as External Customer Orientation in order to win these “moments of truth”. McDonald’s focus on its People and their service delivery methods therefore plays a very important role in creating a successful Service Brand. The quality and the consistency of the service delivered by McDonald’s have been greatly enhanced by the combination of the factors mentioned above. This has helped McDonald’s become Service Leader and a successful Service Brand. This is evident from the fact that very few of its customers opt for take-home parcels or home deliveries while most of them prefer to eat at the outlet and enjoy the McDonald’s experience.

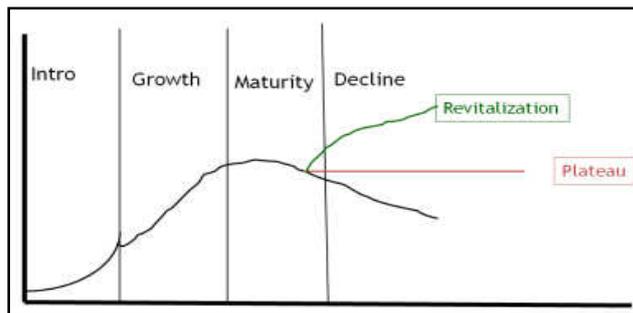
McDonald zing the Suppliers

McDonald’s has changed the nature of not only the food service industry but also the food processing industry as well. McDonald’s realized that the battle between fast food chains would increasingly be one of efficiency of supply, lower cost production and greater desire to innovate. It pioneered with innovative and sophisticated food distribution and packaging systems when the traditional food processors were unwilling or unable to supply food items that McDonald’s demanded. They achieved amazing consistency by devoting more attention than anyone else to field service and training at store level. Production was concentrated in huge plants devoted exclusively to McDonald’s. McDonald’s also started with tiny suppliers and grew with them displaying great loyalty. Nowhere is the supplier loyalty more evident than in development of new, improved products. Some of McDonald’s classic food items like Filet-o-Fish, French Fries, and Chicken Nuggets etc. are results of supplier innovation. Interestingly, it took KFC more than three years before in finally introduced its own version of chicken nuggets. Thus supplier technological expertise had given McDonald’s a product which was not a mere marketing innovation but a technical one. McDonald’s attempted to squeeze labour out of the stores by moving more preparation back into the processing plant, creating the opportunity to develop unique products based on suppliers’ processing skills. For the first time, McDonald’s suppliers became the focal point of new product development. This converted the fast-food industry’s most fragmented distributed system into more efficient one which helped McDonald’s reduce its inventory and manage costs effectively.

Importance of PLC in McDonalds

The requirements of customers change over time and thus the product offering has to be changed accordingly. What is the fashion today may be out of market within few weeks. Thus continuous innovation is required. To counter these challenges McDonalds has continuously introduced new products and has phased out the old ones which were at the decline stage of their PLC. The introduction is timed such that the new product does not cannibalize the product already in the maturity or growth stage. Thus the secret lies in getting profits with different products in the different stages of the PLC.

A perfect example of revitalising a product in decline phase



used to delay the decline of a well established product which has the potential of generating further revenue.

The **French Fries** have been an important part of the McDonalds menu worldwide. But now it was in the stage of decline and was actually not generating proper return. In an attempt to revitalize it, a new variant was introduced namely **Shake Shake Fries**. This is being served with chatpata spice mix which has resulted in increase in the sales of French Fries and has elevated it from to the decline stage. This is

Competitors Analysis

McDonald's has been a leading fast-foods outlet in Vile Parle but the outlet under study has other competitors eating away into its market share. In addition to its traditional rivals—KFC, Dominos, Pizza Hut—the firm encounters new challenges. Jumbo King competes using a back-to-basics approach of quickly serving up burgers for time-pressed consumers. On the higher end, the KFC has become potent competitor in the quick service field, taking away customers from McDonald's. Perhaps in the new environment, fast, convenient service is no longer enough to distinguish the firm. At this time, a new critical success factor may be emerging: the need to create a rich, satisfying experience for consumers. This brings us to **service and experience based competition** which McDonald's can use for competitive advantage against Jumbo King. Keeping in mind the demographics of the area, McDonald's has Wi-Fi enabled the outlet to cater to the students community. It is for this overall "Food, Fun & Folks" experience that customers pay a premium over the other competitors.

Competition also reduces product lifecycle; inducing firms to revise their products portfolios and to revisit their product market to understand changing needs, expectations and perception of different market segments. The new McBreakfast would be introduced between 6 to 11 am as a pilot project. This would open up a whole new revenue stream for McDonald's by tapping into the student and working population by providing a healthy and wholesome breakfast. This shows how demographic shift can affect the demand for products and services. McDonald's has anticipated these changes to maintain its competitive edge.

The Road Ahead

- **Entry to Tier 2 and Tier 3 cities** - The main target customer for McDonald's is the new urban Indian family. With the customer demographics constantly changing and tectonic social and cultural shifts being observed in Tier 2 and Tier 3 cities due to globalization, the company is now expanding to Tier 2 cities like Pune and Jaipur.
- **Rolling out McBreakfast across all outlets** - In India, the company has launched its entry into the breakfast food category. This is launched on a pilot basis on selected stores. In Mumbai, it available at the Vile Parle outlet. The company views this category as a key growth driver in future.

Conclusion

Very few companies will ever come near the magnitude of operation of McDonald has achieved. But the lessons the corporation showcases are on display to be learnt by entrepreneurs striving to make their company the best it can be. The success of McDonald's can be attributed to many more factors that have been discussed in this analysis but these are some that have contributed heavily to it. There are some lessons to be learnt from McDonald. The company develop strong, efficient processes and procedures and remaining consistent on them for businesses to develop consumer confidence in the brand. Having the foundation of consistent processes allows businesses the flexibility to innovate and adapt to consumers' concern and improve the brand with

minimal disruption. McDonald has established good rapport with consumers who help businesses be resilient when difficulties arise. The main function of a business is to discover the wants of customers and cater to them. When customers are telling their desires it's an invitation for growth and deepening bonds for the future.

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RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND ORGANISATIONAL COMMITMENT OF COLLEGE TEACHERS IN COIMBATORE

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Abstract

Professional duties and responsibilities of college teachers have increased in recent times. Besides teaching work the teachers have to carry on administrative duties also. These duties and responsibilities have made the work environment more complicated and as a result the organisational commitment of in teachers may lower. Besides this Interaction with colleagues, students and family pressure are all increasing the emotional labour of the teachers, and many of them are unable to strike a balance between job demands, relationships at school and family liabilities. The emotional intelligence of teacher is a crucial element for successful teachers. Teachers with high emotional intelligence level handle their own emotions effectively, particularly their negative emotions. The application and use of Emotional Intelligence is observed in everyday life of teachers in teaching and learning cycle for attaining success and satisfaction. The objectives of the studies were to study the experience related to Emotional Intelligence among teachers in private educational institution in Coimbatore and to examine the level of emotional intelligence among them based on gender, age, qualification and work experience. The important findings of the study were, higher overall emotional intelligence score of 4.03 implies that teachers in Coimbatore have high level of emotional intelligence. Self consciousness is the most important factor among the teachers.

Keywords: *Emotional intelligence, college teachers*

Introduction

Professional duties and responsibilities of college teachers have increased in recent times. Besides teaching work the teachers have to carry on administrative duties also. These duties and responsibilities have made the work environment more complicated and as a result the organisational commitment of in teachers may lower. Besides this Interaction with colleagues, students and family pressure are all increasing the emotional labour of the teachers, and many of them are unable to strike a balance between job demands, relationships at school and family liabilities. Behaviour at different places like school, community and the work-place is to a large extent influenced by emotional intelligence skills. At the individual level, communication skills, academic achievement, personal relationships, and other activities are related to an individual's emotional intelligence skills. The emotional intelligence has the ability to enhance our understanding of how individuals behave and adjust themselves to social environment. It is now being identified as a crucial differentiator in the work place, in relation to personal and organizational success. The emotional intelligence of teacher is a crucial element for successful teachers. Teachers with high emotional intelligence level handle their own emotions effectively, particularly their negative emotions. The application and use of Emotional Intelligence is observed in everyday life of teachers in teaching and learning cycle for attaining success and satisfaction.

The organisational commitment of teachers is a significant area to be investigated in relation to emotional intelligence in the Indian context. The low level of teacher commitment to their organisation has resulted in poor standards in education. Organisational commitment consists of affective, continuance, and normative commitment. Affective commitment shows how individual is contributed and identifies their organization comprising of identity, contribution, and attitude towards emotions. Normative commitment is explain how the workers believe they are committed to their organization and it maybe the influences by social norms. Continuance commitment

explains the individual's need to continue working in the organization compared to the reason to leave the organisation.

Review of Literature

An individual's intelligence is typically described involving mental capabilities. These capabilities usually include the ability to reason, the ability to plan, the ability to solve problems, the ability to think abstractly, the ability to comprehend ideas and language, and the ability to learn. The concept of emotional intelligence (EI) gained popular attention among academics and corporate organizations through the work of Goleman (1995), who defined EI as a composite of abilities such as "being able to motivate oneself and persist in the face of frustrations; to control impulse and delay gratifications; to regulate one's mood and keep distress from swamping the ability to think; to empathize and to hope" (p. 34). However, EI was first used by Salovey and Mayer (1990), who defined the construct as "the ability to monitor one's feelings and emotions, to discriminate among them, and use this information to guide one's thinking and actions" (p. 189). Importantly, they found that individuals differ in how skilled they are at recognizing, understanding, and using emotional information. Salovey, Bedell, Detweiler and Mayer (2000) contended that a person's success in life depends on their ability to reason about emotional experiences, and to use emotions to augment their cognitive skills.

Goleman (1998) reported that EI is twice as important as technical skills and IQ for success in jobs at all levels. He suggested that EI plays an increasingly important role at higher levels in the organization, with differences between 'star performers' and average ones in senior positions being more attributable to EI factors than cognitive abilities. Many studies have suggested that individuals who exhibit high levels of emotional intelligence are more likely to experience performance-related success than those who exhibit lower emotional intelligence (e.g., Fox & Spector, 2000; George, 2000; Goleman, 1995). According to Ciarrochi, Chan, Caputi, and Roberts (2001) Emotion appears to be engaged in all aspects of human interaction. Our emotions are something that we are familiar with and use in our daily life, as well as something that we recognize readily in everyday situations as we read peoples' faces or body language. Jordan, Ashkanasy and Hartel (2002) proved that organizational commitment was mediated by emotional intelligence; and hence high affective commitment was shown by those individuals with higher emotional intelligence while facing stress and instability. Cherniss (2001) stressed that emotional intelligence plays a key role in contributing to organizational effectiveness by enhancing commitment, improving morale, and upgrading health of persons.

Objectives of the Study

The objective of the study is to investigate the relationship between emotional intelligence and organizational commitment of college teachers in Coimbatore.

Need for the Study

Building one's Emotional intelligence has a lifelong impact. Many parents and teachers, alarm by increasing levels of conflict in college students ranging from low self-esteem to early drug and alcohol use depression. So it is essential for the teachers to have high emotional intelligence quotient to help the students in distress. The information gathered from this study will help Educational institutions, Teachers, and Researchers better understand the interplay of emotional intelligence skills and teacher performance in colleges.

Research Methodology

Descriptive Research design was used for this research based on adoption of survey method. Convenience sampling method was adopted for this study. 100 questionnaires were distributed among the teachers of private educational institutions at Coimbatore city. Both primary and secondary data were used for the study.

Results and Discussion

The demographic characteristics of the respondents are presented in the following table

Table 1 Socio-economic profile of the respondents

Age	Below 25 years	22
	25 years to 35 years	47
	35 years to 45 years	21
	Above 40 years	10
Gender	Female	56
	Male	44
Highest Educational qualification	Doctorate	35
	M. Phil.,	32
	Masters Degree	33
Residence	Urban	63
	Rural	37
Marital Status	Married	72
	Unmarried	17
	Others	11
Teaching experience	Below 5 years	26
	5 years to 10 years	39
	11 years to 15 years	23
	Above 15 years	12

Regarding the socio-economic profile of the respondents 55 per cent of the respondents are female and the rest 45 per cent are male. 22 per cent of the respondents are in the age group of below 25 years, 47 per cent are in the age group 25 to 35 years, 21 are in the age group 35 to 45 and the rest 10 per cent are in the age group of above 45. Highest educational qualification of 35 per cent of the respondents is doctorate, for 32 it is Master of Philosophy diploma and for the rest 33 it is master's degree. Regarding residential area 63 per cent are from urban area and the rest 37 per cent are from rural areas. Marital status of majority of the respondents is married. Majority of the respondents have 10 - 15 years of teaching experience.

Relationship between Emotional Intelligence and Organisational Commitment: There exists a moderately positive and significant correlation between emotional intelligence and overall organisational commitment of college teachers in Coimbatore. It is also reflected that relationship of emotional intelligence is significant and moderately positive for affective and normative components of organizational commitment, but this relationship was weaker with regard to continuance commitment.

Conclusion: We can conclude from the study that there is a significant relationship between college teachers' emotional intelligence and their organizational commitment. The college teachers who have higher levels of emotional intelligence exhibit higher degree of organizational commitment to the college in which they are currently employed.

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EVOLUTION OF WOMEN EDUCATION IN INDIA

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Introduction

Women constitute almost half of the population in the world. But the hegemonic masculine ideology made them suffer a lot as they were denied equal opportunities in different parts of the world. The rise of feminist ideas has, however, led to the tremendous improvement of women's condition through out the world in recent times. Access to education has been one of the most pressing demands of these women's rights movements. Women's education in India has also been a major preoccupation of both the government and civil society as educated women can play a very important role in the development of the country.

Women's Education in Ancient India

It is believed that women in ancient India enjoyed education in the Vedic period. Patanjali in his works suggests that women had education during the beginning of the Vedic age. Maitreyi and Gargi are mentioned in the Rig Ved and Upanisads. However the decline began from the 5 century BC with Smritis and further in the medieval ages with the purdah system, child marriages etc restricting women from equal status with men. The Bhakti movement questioned some of the forms of oppression and traditions like sati, jauhar and devadasi have been banned. The Constitution of India guarantees the right to equality to all Indian women without discrimination. The literacy rate before independence was 2-6% rose in 1961 to 15.3% and 50% by the year 2001. The National Literacy for Women made use of female tutors in villages yet with the early marriages, secondary school drop out outs continued. According to a recent survey in India it was found that the mother's educational level inversely corresponds to the infant mortality rate. Hence the lack of an educated population could be an obstacle to the growth and economic development of the country. While female infanticide still exists in rural parts of India, several brave women have fought against the evils of killing the girl child and bride burning in India.

Evolution of Women's Education in India

Although in the Vedic period women had access to education in India, they had gradually lost this right. However, in the British period there was revival of interest in women's education in India. During this period, various socio religious movements led by eminent persons like Raja Ram Mohan Roy, Iswar Chandra Vidyasagar emphasized on women's education in India. Mahatma Jyotiba Phule, Periyar and Baba Saheb Ambedkar were leaders of the lower castes in India who took various initiatives to make education available to the women of India. However women's education got a fillip after the country got independence in 1947 and the government has taken various measures to provide education to all Indian women. As a result women's literacy rate has grown over the three decades and the growth of female literacy has in fact been higher than that of male literacy rate. While in 1971 only 22% of Indian women were literate, by the end of 2001 54.16% female were literate. The growth of female literacy rate is 14.87% as compared to 11.72 % of that of male literacy rate.

Women education in India - At present

Women education in India today is racing ahead at a far greater pace than in the last decade. Efforts are on to improve the literacy rate through government educational schemes. As the literacy rate is lower than men, statistics shown that even from the few that are enrolled several girls drop out. The reasons reported by agencies subscribe it to inadequate school facilities e.g. sanitation besides shortage of female teachers and curriculum presentations of females as

weak and helpless. Since 1989 a new scheme viz Mahila Samakhya Scheme has been introduced especially in rural areas of Jharkhand, Andhra Pradesh, Assam, Bihar, Uttarakhand, Uttar Pradesh, Kerala, Gujarat and Karnataka. The budgeted allocation in 2007-08 was 370 million rupees for covering 83 districts of 21,000 villages under this scheme. Kerala and Mizoram are the only states in India that have achieved universal female literacy rates. The improvement in social and economic status of women is said to be one of the reasons for literacy. In cities the literacy rate is almost equal between girls and boys in the country. However the rate in rural areas continues to be less than the boys. Hence 40% of the centers under NFE, non formal education programs are set apart for women. According to statistics of women education in India today 0.3 million NFE centers have provided education to 0.12 million girls out of 7.42 million children. However in tribal areas there is not much of a gender bias as compared to all other castes, tribal community statistics show lower male ratio inspite of much low income, literacy, education and other facilities.

Importance of Women Education in India

Women education in India is reaping high dividends to society and country with the little investment made through girl child education. It is said that to educate the girl child amounts to educating a family. It is the educated woman that brings up the family by educating her children. One success story 2010 is that of the toppers of the CBSE Board this year being girls, as per the CBSE results published on 21st May. However though efforts have been made in some areas the country has still a long way to go until female literacy is on par with male literacy rates in India. At present the adult literacy rate of females is 71% of male literacy rate. Enrolment and attendance is 96% of the male attendance rate in primary schools. With regard to secondary schools the women's rate is 83% of the male enrollment rate. To reduce the rate of female illiteracy by half, a new mission has been mooted viz. the Saakshar Bharat Mission for Female Literacy. Women in the church have been greatly responsible for education of women in India especially in the rural and remote areas of the country as also in the cities. Thousands of diocesan schools in the country have lent a hand in offering education especially in the remote areas as much as in the cities of India

NGOs in Women Education

Several non governmental organisations NGOs have been instrumental in promoting women education, health and other important aspects necessary for women in India. Missionary schools continue to offer yeoman service in hundreds of schools in the country. Diocesan social service centers offer education opportunities in health education, saving schemes, and income generation. These non governmental organisations work for the promotion of women's rights to health, education and equality status in India. Chetanalaya in Delhi is an NGO that offers non-formal education to empower women in several spheres such as health, income-generation, saving schemes etc. The UNICEF as well as other international organizations contributes towards quality education of women in India. The Jhabua district saw 22 mobile schools offering formal education through tents to tribal and migrant people of the district. 3,600 child laborers were brought to mainstream education in Tamil Nadu with the help of UNICEF support. The NGOs that work for women empowerment in India are several, as they assist in women education against the prevalent evils in society viz. the dowry system, violence against women, gender bias etc. Several Mahila Mandals also empower women through offering women

Findings

- The study revealed that there had been significant progress in the performance of women education revealed from female literacy levels and its change over time.
- It was also observed that the gaps between rural and urban female literacy rates are narrowing down.
- It was observed that rural poverty acts as a push factors for women's education rather than as an obstacle to women's education.
- The significant influence of urbanization on women's education implied that urbanization had been playing a beneficial role in the attainment of women's education in India.
- At the same time, the drop-out rate had a negative effect on women's education.

- It revealed that that reduction of girl's drop-out rates is necessary for achieving women's education.
- The initiatives of the government through investment and infrastructure in developing education in India were examined.
- With regard to facilities in schools, it had improved significantly, but a lot more need to be done.
- The study revealed that there have been concerted efforts to encourage girls to attend schools, which would lead to higher literacy in future.
- The study also revealed that there are several infrastructural barriers to women education in India.

Problems

Gender discrimination still persists in India and lot more needs to be done in the field of women's education in India. The gap in the male-female literacy rate is just a simple indicator. While the male literary rate is more than 75% according to the 2001 census, the female literacy rate is just 54.16%. Prevailing prejudices, low enrollment of girl child in the schools, engagements of girl children in domestic works and high drop out rate are major obstacles in the path of making all Indian women educated.

Suggestions

Several efforts are being made towards women education and empowerment. The government is taking steps to increase the rate of women education and employment. Students preparing for women education essay can find details and information on importance of women education, women education today, women education in ancient India on several websites of education. The government has taken steps towards the improvement of women education in the country, but it totally depends on the citizens to implement the same. In fact India has many colleges for women, which are dedicated to provide education only to women. Other schools and colleges also have reserved seats for the girls, which in a way is also a motivating step towards the accomplishment of the mission of women education in India.

Conclusion

Women's education in India plays a very important role in the overall development of the country. It not only helps in the development of half of the human resources, but in improving the quality of life at home and outside. Educated women not only tend to promote education of their girl children, but also can provide better guidance to all their children. Moreover educated women can also help in the reduction of infant mortality rate and growth of the population. While women in India are making history in several spheres of industry, space and civil sectors the country salutes thousands of selfless, hidden women who render education to the rural masses of India giving importance to education of women in India.

A STUDY ON PROBLEMS FACED BY WOMEN'S ENTREPRENEURS IN INDIA

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Abstract

In today's world, women entrepreneurs are playing very vital role and they have become important part of the global business environment and it's really important for the sustained economic development and social progress. In India, though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. The main purpose of this paper is to find out the status of women entrepreneurs in India. There are umpteen problems faced by women at various stages beginning from their initial commencement of enterprise, in running their enterprise. Recent surveys indicate that the gender gap in entrepreneurship persists at different levels and varying widely in India. Yet a quick scan of current research suggests that there are some commonalities as to the proximate and ultimate determinants of these differences. Women have the potential and the determination to set up, uphold and supervise their own enterprises in a very systematic manner. Appropriate support and encouragement from the Society in general and family members in particular is required to help them scale new heights in their business ventures. Main reasons for women to become an entrepreneur, the institutions that are serving the women to put their views into action are also included in this study. On the basis of this study some suggestions are given to encourage spirit of women entrepreneurship to become a successful entrepreneur.

Introduction

Women Entrepreneurs may be define as the women or a group of women who commence and operate a business venture. . Like a male entrepreneurs a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspects of business. Women Entrepreneurs are highly increasing in the economies of almost all countries. The hidden business potentials of women have been increasing with the growing sensitivity to the role and economic status in the society. The knowledge, Skill and compliance in business are the core reasons for women to come forward into business ventures. Women entrepreneurship: For any developing country, Women entrepreneurs play the vital role particularly in terms of their contribution to the economic development. Women entrepreneurship has been recognized as an important source of economic growth. By establishing their new venture women entrepreneurs generate new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. However, they still represent minority as women entrepreneurs, especially in India. 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, governments across the world as well as various developmental organizations are actively assisting and promoting women entrepreneurs through various schemes, incentives and promotional measures.

Objectives of the Study

- To study the problems faced by women at various stages beginning from their initial commencement of enterprise
- To identify major Characteristics of Woman Entrepreneur in India
- The purpose of research study is to know the status of Women entrepreneurship in India.
- The study also reveals the opportunities and challenges of women entrepreneurs

Problems of Women Entrepreneurs

There are umpteen problems faced by women at various stages beginning from their initial commencement of enterprise, in running their enterprise. Their various problems are as follows:

1. Problem of Finance

Finance is regarded as “life-blood” for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. Firstly, women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. Secondly, the banks also consider women less credit-worthy and discourage women borrowers on the belief that they can at any time leave their business. Given such situation, women entrepreneurs are bound to rely on their own savings, if any and loans from friends and relatives who are expectedly meager and negligible. Thus, women enterprises fail due to the shortage of finance.

2. Scarcity of Raw Material

Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs. Added to this are the high prices of raw material, on the one hand, and getting raw material at the minimum of discount, on the other. The failure of many women co-operatives in 1971 engaged in basket-making is an example how the scarcity of raw material sounds the death-knell of enterprises run by women (Gupta and Srinivasan 2009).

3. Stiff Competition

Women entrepreneurs do not have organizational set-up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.

4. Limited Mobility

Unlike men, women mobility in India is highly limited due to various reasons. A single woman asking for room is still looked upon suspicion. Cumbersome exercise involved in starting an enterprise coupled with the officials humiliating attitude towards women compels them to give up idea of starting an enterprise.

5. Family Ties

In India, it is mainly a women’s duty to look after the children and other members of the family. Man plays a secondary role only. In case of married women, she has to strike a fine balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for business. Support and approval of husbands seem necessary condition for women’s entry into business. Accordingly, the educational level and family background of husbands positively influence women’s entry into business activities.

6. Lack of Education

In India, around three-fifths (60%) of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to the lack of education and that too qualitative education, women are not aware of business, technology and market knowledge. Also, lack of education causes low achievement motivation among women. Thus, lack of education creates one type or other problems for women in the setting up and running of business enterprises.

7. Male-Dominated Society

Male chauvinism is still the order of the day in India. The Constitution of India speaks of equality between sexes. But, in practice, women are looked upon as able, i.e. weak in all respects. Women suffer from male reservations about a women’s role, ability and capacity and are treated accordingly. In nutshell, in the male-dominated Indian society, women are not treated equal to men. This, in turn, serves as a barrier to women entry into business.

8. Low Risk-Bearing Ability

Women in India lead a protected life. They are less educated and economically not self-dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk-bearing is an essential requisite of a successful entrepreneur. In addition to above problems, inadequate infrastructural facilities, shortage of power, high cost of production, social attitude, low need for achievement and socioeconomic constraints also hold the women back from entering into business.

9. Absence of Entrepreneurial Aptitude

Many women take the training by attending the Entrepreneurship Development Programmes without entrepreneurial bent of mind. As per a study, involvement of women in small scale sector as owners stands at mere 7 percent. Women who are imparted training by various institutes must be verified on account of aptitude through the tests, interviews etc.

10. Quality of EDPs

All women entrepreneurs are given the same training through EDPs. Second-generation women entrepreneurs don't need such training as they already have the previous exposure to business.

11. Marketing Problems

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

12. High cost of production

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

Characteristics of Woman Entrepreneur in India

1. Management and Control:

A woman or a group of women manages the whole business of enterprise. She prepares various plans and executes them under her own supervision and control. There may be some persons to help her but ultimate control lies with the woman.

2. Employment to Women:

A woman entrepreneur must provide at least 51 percent of the employment generated in her enterprise to women.

3. Risk-taking:

Risk means uncertainty. It is the condition of not knowing the outcome of an activity. A woman entrepreneur takes calculated risk. She faces uncertainty confidently and assumes risk. She has to tie up capital and wait for good returns. A woman entrepreneur likes to take realistic risks because she wants to be a successful entrepreneur.

4. Good organizer:

The most critical skill required for industrial development is the ability of building a sound organization. A woman entrepreneur assembles, co-ordinates, organizes and manages the other factors namely land, labor and capital. She obtains factors of production from the society and supplies them finished product.

5. Self confidence:

It is essential to be a self confident for a woman entrepreneur. She should have faith in herself and in her abilities. She should have the confidence to implement the change and overcome any resistance to change. A woman entrepreneur should have courage to own the mistakes and correct them.

6. Decision-maker:

The main function of a woman entrepreneur is to make decision. She takes various decisions regarding the activities of her enterprise. She decides about the type of business to be done and the way of doing it. A woman entrepreneur must be clear and creative in decision making process.

7. Visionary:

A woman entrepreneur is one who incubates new ideas, starts her enterprise with these ideas and provides added value to society based on their independent initiative.

8. Hard worker:

A distinguishing feature of a woman entrepreneur is the willingness to work hard. She has to follow the principle, "Hard-work is the key to success".

9. Achievement oriented:

A woman entrepreneur is an achievement oriented lady, not money hungry. She works for challenge, accomplishment and service to others. Achievement orientation is a derive to overcome challenges, to advance and to grow.

10. Optimistic:

A woman entrepreneur must be optimistic. She should approach her venture with a hope of success and attitude for success rather than with a fear of failure. The positive thinking of woman entrepreneur can turn the situation favorable to her.

11. Technically competent:

The success of an enterprise largely depends upon the ability of woman entrepreneur to cope with latest technology. Technical competency refers to the ability to devise and use the better ways of producing and marketing goods and services.

12. Bold and brave:

Women entrepreneurs face the adversities boldly and bravely. She has faith in herself and attempts to solve the problems even under great pressure.

13. Mentally sound:

A woman entrepreneur is energetic, single-minded, having a mission and a clear vision. She should be a lady of creative thinking and analytical thinking. She must be intelligent, adaptable and problem solver.

14. Leadership:

Leadership quality is one of the most important characteristic of a woman entrepreneur. It is the process of influencing and supporting others to work enthusiastically towards achieving objectives.

Challenges of Women Entrepreneurs

Recent surveys indicate that the gender gap in entrepreneurship persists at different levels and varying widely in India. Yet a quick scan of current research suggests that there are some commonalities as to the proximate and ultimate determinants of these differences:-

Access to financial resources

Even though the literature is not conclusive, a common challenge for women to establish and run a business is access and control over finance. Women entrepreneurs appear to have less access to external sources of capital than men when securing finances.

Inadequate training and access to information

One challenge often mentioned in research on women entrepreneurs in developing countries is that they enjoy a relatively low level of education and skill training. This, combined with a lack of career guidance, generally seems to limit their access to various publically and privately offered support services including business development services and information on business growth. Others found that a lack of experience and skills also accounted for the fact that women entrepreneurs had a preference in industry orientation and thus were less well represented in industrial activities.

Work-family interface

Another more recently frequent mentioned challenge is the combination of the business with family responsibilities, which may undermine the success of the business. Women entrepreneurs indicate that they deploy several strategies to cope with the double workload and challenges deriving from combining business with family but while self-employment may provide flexibility. The amount of time spent caring for children are negatively related to success (as measured by self-employment duration). Furthermore, the location of the business at home may also undermine the legitimacy of the business as perceived by customers and creditors. Furthermore, some studies indicate that women strongly rely on support from husbands, partners,

and relatives in order to successfully start and grow a business. Much more research is needed on the topic of coping strategies to combine business with family in general and specifically, on how to engage husbands and other family members in supporting women entrepreneurs in developing countries.

Women's safety and gender based violence

Others identify the issue of safety and protection of women entrepreneurs, especially those operating in the informal economy. Even though less documented in academic research, there are numerous stories of killings, harassment and rape of female vendors and micro-business owners. This results in stress, constant fear and not having the opportunity to freely choose your business location and time of opening hours which seriously limits the chances and choices of becoming a successful entrepreneur for women in some developing country.

Lack of societal support

Furthermore, research point out that normative constraints and societal attitudes based on cultural and religious beliefs in some countries are not supportive of the work of women in general or that of women in entrepreneurship in particular . In a variety of countries, the perception is that entrepreneurship is an appropriate career choice for men and not women, or only for the poor and not the educated, which in most cases are women. These perceptions are mostly based on the association of entrepreneurship with traditional male stereotypes.

Legal barriers and procedures

Varying across countries, the lack of government support in terms of policy, laws and services has been identified as a barrier for women entrepreneurs. Even though this varies greatly across countries, most research indicates that regulations, taxation and legal barriers can pose serious obstacles for running and starting a business. This may affect both men and women to a certain extent.

Opportunities for Women Entrepreneurs

- Education is a boon to mankind, while lack of education to a person is a bane now-days. Throughout the world, we can observe that the ratio of women entrepreneurs is growing tremendously. The emergence as well as development of women entrepreneurs is quite visible in India and their over-all contribution to Indian economy is also very significant. Today the role of Women entrepreneur in economic development is inevitable because women are entering not only in selected professions but also in professions like trade, industry and engineering.
- The industrial structure and the enterprises are undergoing a radical change. Information Technology has transformed the very technique of doing business. Individually, business ownership provides women with the independence they crave and with economic and social success they need. Nationally, business ownership has great importance for future economic prosperity. Globally, women are enhancing, directing, and changing the face of how business is done today. Ultimately, female business owners must be recognized for who they are, what they do, and how significantly they impact the world's global economy.
- Women should be considered as specific target group for all development programmes. Govt. should extend better educational facilities and schemes to women folk. Adequate training programs on management skills should be provided to women community. Encourage women's participation in decision making. Vocational training should be extended to women community to enable them to understand the production process and management.
- Training on professional competence and leadership skills should be extended to women entrepreneurs. Activities in which women are trained should focus on their marketability and profitability. State Finance Corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs. And lastly women's development corporation has to gain access to open-ended financing.

Reasons for Women Entrepreneurs

The following are the reasons for becoming women entrepreneurs

- Innovative thinking
- New challenges and opportunities for self fulfillment
- Employment generation

- Freedom to take own decision and be independent
- Family occupation
- Need for additional income
- Bright future of their wards
- Role model to others support of family members
- Education and qualification self identity and social status
- They want to assume new and fresh challenges and opportunities for self-fulfillment.
- They want to prove their personalities in an innovative, daring and competitive job.
- They want to undertake changes to control the balance between their families responsibility and business obligations.
- Increasing standard of living.

Motivations for Women Entrepreneurs

- Their desire for doing something independently.
 - Their desire to keep themselves busy.
 - They want to start their venture to earn money.
 - In desire of economic gains to run their own enterprise.
 - Women wants to fulfill their ambitions for the sake of it they start their own enterprise.
 - Another motivating factor is complete utilization of their own experience and technical knowledge.
 - Family support and interest motivate women to start and run their own venture.
 - The desire of gainful time structuring also motivate women to utilize their time in creative activities.
 - As a challenge to satisfy some of their personality needs (Power, Achievement and Novel experience).
- Educated women utilizing their knowledge gained.

Conclusion

Women have the potential and the determination to set up, uphold and supervise their own enterprises in a very systematic manner. Appropriate support and encouragement from the Society in general and family members in particular is required to help them scale new heights in their business ventures. The right kind of assistance from family, society and Government can make these Women Entrepreneurs a part of the mainstream of national economy and they can contribute to the economic progress of India in this era of globalization.

Suggestions

Clandestine of Success "Attribute my success to one thing - never run away from life. Face it boldly. Dare to be different".

- Promoting entrepreneurship among women is especially important to tackle the problems of under employment and unemployment in the society.
- Education has been instrumental in increasing the participation of women in entrepreneurial activities. The formal education not only helps in acquisition of requires knowledge for a job, which demands non-traditional skills but also imparts knowledge about the different occupational opportunities. Good academic background makes women confident in dealing with problems in business in an effective manner. Although it is a fact that entrepreneurship is not a special preserve for the educated but in the case of women already burdened with many social pressures, education is a powerful tool in breaking down the barriers to successful entrepreneurship. Thus education is a liberating force and barriers of caste and class, smoothing out inequalities imposed by birth and other circumstances. There should be an incessant attempt to motivate, give confidence, inspire and assist women entrepreneurs.
- Government should provide better educational facilities and schemes to women folk.

- There should be continuous monitoring, improvement of training programmers, practical experience and personality development programmes to improvise their over-all personality standards.
- Establishment of proper training institutes for enhancing their level of work-knowledge, skills, risk-taking abilities, enhancing their capabilities. Training Centers should provide training to prospective women entrepreneurs free of cost and Entrepreneurship Successful Leading Business Women in India development Program should be much more practical oriented. Inculcation of self-confidence amongst women that they can also run a business should be one of the prime motives of these programmes. Potential women entrepreneurs should be exposed to different types of emerging opportunities. Housewives should be motivated to learn additional income.
- Establishment of proper training institutes for enhancing their level of work-knowledge, skills, risk-taking abilities, enhancing their capabilities.
- Creating provision of micro credit system and enterprise credit system to the women entrepreneurs at local level with low rate of interest.
- A Women Entrepreneur's Guidance Cell should be set up to handle the various problems of women entrepreneurs all over the state.
- Positive attitudinal change in the society recognizing the role of women as entrepreneur may lead to the development of appropriate environment in which women will be able to exploit their entrepreneurial talents
- Offering seed capital, upliftment schemes, women entrepreneurs fund etc. to encourage them economically.
- To extend concessional rates facilities and schemes for women entrepreneurs to prosper in the field of enterprise acquainted.
- Women entrepreneurs should be provided marketing facilities and subsidy for raw materials. Thus by adopting the above said suggestions in letter and spirit the problems associated with women can be solved.

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AN IMPACT OF EMPLOYER BRANDING IMAGE ON BANKING SECTOR EMPLOYEES WITH SPECIAL REFERENCE TO SIVAGANGAI DISTRICT

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Abstract

The present day organizations are using branding as a strategic tool to face the multifaceted business environment with increasing regularity. Brand is not only connected to the company name, products, services and the specific logotype but also used as a part of Human Resource Management (HRM) for attracting prospective employees and to retain existing employees of the firm. The main aim of study is to analysis the impact of employer branding on the employee attraction and retention in sivagangai district. Stratified random sampling was employed to select 217 respondents, from banks located in Sivagangai District. The major finding of the study is: there is a relationship between the perception of retention strategies followed by the public and private sector banks is significantly differ. But all the retention strategy is not significantly differ in between public and private sector banks as per respondents' opinion.

Introduction

The present day organizations are using branding as a strategic tool to face the multifaceted business environment with increasing regularity. Brand is not only connected to the company name, products, services and the specific logotype but also used as a part of Human Resource Management (HRM) for attracting prospective employees and to retain existing employees of the firm. In other words by enhancing the employer branding is concerned with the attraction, engagement and retention initiative. Employer branding is relatively new to Human Resource Management process. However the term is often used to describe how organizations market their offerings to potential and existing employees, communicate with them branding as shade under which they channel different employee recruitment and retention activates into a synchronized human resource strategy. Furthermore the Employer Branding strategy functions as a means to communicate characteristics of the workplace and how the firm differentiates as an employer from other organizations and therefore becomes a competitive advantage. In a study Tikoo states that an individual, who identifies himself with the image of the company, is more prone to apply to a position. Hence it is important for the firms to communicate their employer brand in order to attract new employees and which affect the loyalty of the existing employees.

Review of Literature

The review of the earlier studies and experience of the past research works are of immense help in evaluating the soundness of the concepts used and the methodology followed. The most important concepts used and inferences drawn in those studies which are relevant to the present study are noted in this section.

Daniel Esemé Gberevbie (2010) conducted a study to empirically examine employee retention strategies and its performance in the Nigerian banking sector. The author used structured interview schedule to obtain required data. The study revealed that if the organization implements employee retention strategies such as regular salary package and employee participation in decision making the employee remain loyal and do not leave it.

Eveliina Suikanen (2010), studied how employer branding influences the employee retention and also the concept of employer branding, branding activities and retention are linked

to one another. The researcher concludes by accepting the following hypothesis as marketing activities aim to produce employer brand equity increasing employer loyalty. Employer branding is a retention management technique influencing engagement, organizational culture and linked to employee retention. Employer brand reinforces the entire employment experience increasing retention. Further this study stated that employer branding can be considered to be a staff retention method influencing the entire employment experience, promoting the concept of good place to work decreasing voluntary turnover.

In a paper titled "Employer Branding- A source of Motivation for Indian Industries" by **Shyam Anand Jha et.al., (2014)**, it is stated that the that employer branding aim is to ensure the company to attract new recruits of quality and retain existing employees with the expected outcomes of winning the war for talent high quality, motivated and high performing work force having competitive edge. In conclusion it is stated that an important factor in achieving employer branding objectives is to have clearly defined employer brand strategy.

In a conceptual paper **Vijayakumar and Asha Parvin (2015)** mention that the employer branding gives an organization in competitive advantages. Employer branding is a tool to attract, hire, and retain the "right fit it also has an impact on shareholder value, creating positive human capital practices, contribute to bottom-line. Strong employer brands have employer value propositions (EVP's) which are communicated in company actions and behaviors and evoke both emotive and tangible benefits for current and prospective employees. These organizations segment and communicate EVP's which reflect the image that the organizations want to portray to its target audience. Employer Value Proposition (EVP) is a set of associations and offerings provided by an organization in return for the skills, capabilities and experiences an employee brings to the organization. A company's employer brand is reflected in the actions and Behaviors of leaders and is affected by company policies, procedures, and practices and the same when well planned and implemented results in profitability of organizations. Thus to retain talents inside the organization not only during the bliss of the organization but also in its tough times employer branding strategy plays a vital role.

Statement of the Problem

Scarcity of appropriate talent had led to lack of desired manpower in the organization in the present scenario. So the war is still on for talent hunt and retains them and the competition is high in everyday. A study mentioned that nearly 47 per cent of Indian graduates are unfit to for hiring. Hence it has become a great challenge for Indian organization to attract the right talent and even greater to retain them for a longer period. As a result it has become practically important for the organizations to explore themselves as attractive organization in the minds of prospective and current employees. Organizational attractiveness can be defined as willingness of aspirant to accept the employment offer in a particular company and desire to continue the job in the same organization.

Objectives of the Study

- To study the impact of employer branding on the employee attraction and retention in sivagangai district
- To offer viable suggestions to the stakeholders to enhancing employee attraction by effective employer branding strategies

Research Design and Methodology

The present study carried out by the researcher is an empirical in nature and the study is based on the survey method. The researcher collected the data required for carrying out the present study in two stages. In the first stage, the personal and occupational data relating to sample respondents, their perception about the employer branding attributes and their retention intention attitude were collected among the selected sample respondents with the help of the questionnaire specially designed for this purpose. During the second stage of data collection, the researcher collected the secondary data related to the study such as the concepts relating to

employer branding, employer attraction and retention etc., from various published and unpublished records, reports, books, magazines, etc.

Stratified random sampling was employed to select 217 respondents, from banks located in Sivagangai District. Initially the researcher has selected six banks each three from public sector and private sector banks on the basis of market coverage, assets, employee turnover etc., the selected banks are State Bank of India (SBI), Punjab National Bank (PNB), Bank of Baroda (BOB), ICICI bank, HDFC Bank, Axis Bank.

Results and Discussion

Table No.1 Relationship between Retention Strategies of Public and Private Sector Banks

S.No	Retention Strategies	Sector	Level of Perception about Retention Strategy in Number of Respondents			Total	X ²	P Value
			Low	Medium	High			
1	Motivation	Public	24	63	28	115	7.505	0.023*
		Private	35	38	29	102		
2	Reward	Public	36	51	28	115	0.709	0.701
		Private	30	42	30	102		
3	Recognition	Public	13	63	39	115	1.285	0.526
		Private	07	58	37	102		
4	Autonomy	Public	7	72	36	115	3.923	0.141
		Private	13	53	36	102		
5	Training and Development	Public	12	78	25	115	4.985	0.083
		Private	6	61	35	102		
6	Career Advancement	Public	33	43	39	115	0.890	0.641
		Private	33	32	37	102		
7	Performance appraisal	Public	24	34	57	115	4.294	0.117
		Private	30	19	53	102		
8	Guidance and Counseling	Public	06	56	53	115	4.389	0.111
		Private	11	56	35	102		
9	Grievance redressal	Public	32	44	39	115	5.593	0.610
		Private	35	47	20	102		
10	Work Life Balance	Public	43	38	34	115	0.357	0.837
		Private	36	32	34	102		
	Total	Public	28	55	32	115	2.764	0.251
		Private	33	38	31	102		

Source: Computed Data

In the following section the researcher has attempted to test is there is any difference of perception of respondents between the public and private sector banks, and officers and clerks. For the purposes the researcher has framed a hypothesis as “There is no significance difference in Retention strategies between Public and Private Banks’ and rested using chi-square test and the result were presented in Table No.1.

From above table, it can be observed that the calculated value of Chi-Square values of motivation, reward, recognition, autonomy, training & development, Career advancement, performance appraisal, guidance & counseling, grievance redressal and work life balance are 7.505, 1.235, 3.923, 4.985, 0.890, 4.294, 4.389, 5.593, 0.357, 2.764 and ‘P’ value is 0.0238, 0.701, 0.526, 0.141, 0.083, 0.641, 0.117, 0.111, 0.610, 0.837 and 0.251 respectively. Since the calculated P value is lower than 0.05 for the variable called Motivation, the null hypothesis is rejected at five percent level of significant. Hence it is concluded that there is a relationship between the perception of retention strategies followed by the public and private sector banks is significantly differ. But all the retention strategies is not significantly differ in between public and private sector banks as per respondents’ opinion.

Summary and Conclusion

- It is observed that, On the basis of age, 77 respondents belong to age group of below 30 years, 53 respondents belong to the age group of 31-40 years, 59 respondents belongs to the age group of 41-50 years and 28 respondents belong to elder age group more than 50 years,
- It is out lighted that, On the basis of gender, 155 respondents are male employees and 62 respondents are female employees, considering the marital status, 117 respondents are married and 100 respondents are un-married respondents.
- In terms of familyIt is captured that the calculated P value is lower than 0.05 for the variable called Motivation, the null hypothesis is rejected at five percent level of significant.

From the study, it can be concluded that there is a relationship between the perception of retention strategies followed by the public and private sector banks is significantly differ. But all the retention strategies is not significantly differ in between public and private sector banks as per respondents' opinion.

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GLOBAL ENTREPRENEURSHIP-OPPORTUNITIES AND CHALLENGES

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Abstract

An entrepreneur doing business across his or her national boundary is called as global entrepreneurship. It may consist of exporting, licensing, opening a sales office in another country. The activities necessary for ascertaining and satisfying the needs and wants of target consumers often taken place in more than one country. Global entrepreneurship is import and to manage the international business differ from managing domestic business, and it also helps in strategic issues to be resolved in global business management and it provides the available options for engaging in international business. The global entrepreneur may also have many opportunities and challenges.

Introduction

Entrepreneurship is the willingness to take risks and develop, organize and manage a business venture in a competitive global marketplace that is constantly evolving. Entrepreneurs are pioneers, innovators, leaders and inventors.

Global Entrepreneurship

A global entrepreneur seeks out and conducts new and innovative business activities across national borders. These activities may consist of exporting, licensing, opening a new sales office, or acquiring another venture.

It means trading done on a global basis. Handling business on a worldwide basis means one has to handle the business spread in different countries from one country and make it successful. A global business is a multinational venture incorporated in one country that has operations in one or more other countries.

Steps to be Followed in Global Business

1. Set a plan to assess the requirements and necessities and lay down the goals. It is highly important to assess the willingness and dedication to grow globally before to make a start.
2. Carry out foreign marketers and try to identify and understand the international markets.
3. Assess and pick out the methods of distributing the products to be produce in the foreign markets.
4. Try to learn the way to establish prices for different products, bargain for the dealings.
5. Conduct a comparative analysis of the government and private modes of financing. No doubt, financing is always a big problem, but then government has an important role to play in boosting up the export business.
6. It is highly important that you move the goods or the products to the international markets according to the market regulation of the country.

Understanding another Culture

This is again a very essential thing to be done before going global. It is highly important that you gain a thorough understanding of the different cultures of the country in which you are going to sell your product or goods. This can be done by either or all of the following ways:

- Maintain a relationship before starting a business in the country

- Don't ever commit the mistake of imposing deadlines or time limits
- Conduct own research
- Try to bring your own interpreter with you
- Try to get an understanding of the body language
- Dress courteously with decency.

Factors Affecting Global Entrepreneurship

Individual factors

Occupational background

Occupational background plays a very significant role in entrepreneurial development. The person engaged in some occupation gains a very good knowledge of his field. And then he tries to start some new business in the same field.

Educational background

Education, entrepreneurship and development are interrelated. Education is the best means of developing man's resourcefulness which encompasses different dimensions of entrepreneurship. Thus, formal education is always considered an important asset of an individual in building a occupational career. It makes available more skills necessary to entrepreneurial endeavor.

Parental background

Sometimes children continue their family business which is given by their parents. They try to bring in some changes in the existing business in the form of some new technology.

Psychological factors

- Independence
- Challenge
- Dream desire
- Family background
- Market opportunity
- Idea driven
- Need for achievement
- Profit making

Environmental factors

A complex and varying combination of financial, institutional, cultural and personality factors determine the nature and degree of entrepreneurial activity at any time. At any point of time, the entrepreneurs derive meanings from environment prevailing at that time and try to adapt and change the environment to suit their needs. The environment, particularly the external environment is dynamic.

Political environment

Political environment affects the entrepreneurial growth and accelerates the process of business activity. Law and order is of high priority, followed by government policies.

Economic environment

Entrepreneurial growth and development is also governed by economic environment. It encompasses the wide spectrum of items, namely land, availability of raw material, skilled labor, infrastructure, machinery, capital and so on.

Technological environment

Technology represents the application of scientific knowledge for practical purposes. Technological advancement has become a catalytic agent in the promotion of entrepreneurship growth of industrial and allied services. It creates resources and brings in cultural changes as well as quality of life.

Legal environment

There are various rules and regulations applicable to different groups of industries, for various purposes. That may be regarding registration, licensing, pollution, location, acquisition, payment of wages and labor-related laws, pollution and environmental rules, laws relating to organization, product, patent, resource and taxes.

Challenges Faced by the Global Entrepreneurs

1. Cash flow management
2. Hiring employees
3. Time management
4. Delegating tasks
5. Choosing what to sell
6. Marketing strategy
7. Capital
8. Strapped budget
9. Business growth

Cash flow management

Cash flow forecasting or cash flow management is a key aspect of financial management of a business, planning its future cash requirements to avoid a crisis of liquidity. Cash flow forecasting is important because if a business runs out of cash and is not able to obtain new finance, it will become insolvent.

Hiring of employees

The process of interviewing and evaluating candidates for a specific job and selecting an individual for employment based on certain criteria. Employee selection can range from a very simple process to a very complicated process depending on the firm hiring and the position.

Delegation of tasks

Delegation is the assignment of any responsibility or authority to another person (normally from a manager to a subordinate) to carry out specific activities, such as starting on proper tires during a wet race. It is one of the core concepts of management leadership.

Choosing what to sell

- What kinds of products do you like, enjoy, consume and benefit from?
- Do you like the product or service you're planning to sell?
- Can you see yourself getting excited about this product or service?
- Would you sell it to your mother, your best friend, your next-door neighbor?
- Is this a product or service that you intensely desire to bring to the marketplace?

Marketing Strategy

An organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business.

Capital

Wealth in the form of money or assets, taken as a sign of the financial strength of an individual, organization, or nation, and assumed to be available for development or investment.

Business growth

A **growth** company is any company whose **business** generates significant positive cash flows or earnings, which increase at significantly faster rates than the overall economy. A **growth** company tends to have very profitable reinvestment opportunities for its own retained earnings.

Benefits of Global Entrepreneurship

1. Sales life of the products can be enhanced by exploring new markets for their sale.
2. Reduction of dependence on the shops of the country where you are selling the goods recently.

3. You can take the advantage of corporate know-how and expertise.
4. You will get to know how to compete with the foreign markets and beat them on their soil by entering the field of global entrepreneurship.
5. Moreover, if your business is weighed down by fluctuations in one of the markets due to seasonal changes and demand cycles, then you can perhaps make up by tapping over the markets in other countries which would compensate for the undesirable effects.

Other Benefits

There are many benefits for entrepreneurs participating in global business activities. We group them in three categories: strategic, financial, and production related.

Examples of Strategic Benefits are

- enhancing domestic competitiveness
- reduction of dependence on existing markets
- capitalizing on the growth potential of the new country market and neighboring countries
- protecting foreign markets
- stretching and building marketing capability
- global brand building and awareness
- finding new talent
- transferring competitive information and new product ideas from those markets to other markets, or what we call “learning local and share global” activities

Examples of Financial Benefits Include

- finding new customers
- increasing profits and sales
- earning a greater return from set of core competencies
- increasing the universe of potential investors
- capitalizing on tax advantages
- minimizing impact of seasonality’s in local markets

Production-Related Benefits Include

- guaranteeing supply of raw materials
- acquiring technology and R&D capabilities
- cutting costs through global outsourcing
- improving purchasing power for customers buying locally
- realizing greater experience curve economies in production

Disadvantages of Global Entrepreneurship

1. Sometimes one may fail to plan in the strategy of going global because of the vastness of business in case of Global entrepreneurship.
2. You are getting calls from a number of countries. This does not mean that you will start dealing in every country that calls you for selling your product. You have to exhibit patience, or else, you will end up losing almost everything
3. Don’t think that the same language like English will be used in every country for business dealings. Hence, for this purpose you need to know a number of different languages.
4. A lot of traveling may have to be done for the business dealings in case of global entrepreneurship. Hence, be ready for this expenditure as well.

Opportunities for Global Entrepreneurs

Invest in Multiple Businesses

Most self-made billionaires are people who invested in many different business opportunities at once instead of focusing on just one idea. While there are also plenty of business owners who have focused on one idea and succeeded, it is harder to do this and if you fail, many more of your resources are lost.

Angel Investors

These investors are becoming more popular than venture capitalists in some industries, and the money that comes from them generally has far fewer strings attached or expectations than bank loans and money from venture capitalists.

Crowd funding

Another funding method that is changing the landscape of all industries' markets is crowd funding. Sites like Kick starter have made it possible for entrepreneurs to circumvent the need for traditional loans and investors and instead go straight to their customers to inquire about interest level and garner the funds necessary to produce their wares and distribute them to interested parties.

Startup Incubators

The founders of startup incubators function similarly to angel investors in that they provide many resources for a startup to begin its journey with very few strings attached and kickback expected in return.

Quality Content

Producing quality content will always set your business ahead of the curve. Good content can be found everywhere nowadays, and providing great content has become easier with the proliferation of ghostwriting networking websites that also allow for quality designers and filmmakers to sell their work to businesses looking to creatively reach out and connect with their customers.

The Social Power of the Internet

Strategically placing your business and brand in the center of conversations and creating a culture around your brand will effectively separate your business from your competitions by truly connecting to customers on issues they care about.

Foreign Markets

Foreign markets, especially the Chinese one, have seen exponential growth in the past few years. Any startup owners that know how to recognize this opportunity for what it truly is--access to the largest market on earth--will be thanking themselves all the way to the bank.

Conclusion

Global entrepreneurship takes the trading all over the world. Since the changing scenario of customer expectations, entrepreneurship in global level emphasis creativity and innovation on their products. It also involves challenges like exporting, licensing, adopting new culture and facing the external environment globally. Global entrepreneurship provides the opportunity for product diversification, wide market, increased sources of fund and multicultural human resource to its greater heights in successful manner.

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TOURISM ENTREPRENEURSHIP

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Abstract

“Tourism is the most important civil industry in the world. The travel and tourism economy supports 18 million jobs in India or 5.9% of total employment and accounts for 5.6% of the gross domestic production.”-K.P. Singh, Ex-chairman, ASSOCHAM. “India has potential to become number one tourist destination in the world with the demand growing at 10% per annum.”-World Travel and Tourism Council (WTTC)

Learning Objectives

After studying this chapter, you should be able to:

- **Delineate** the perspective for developing tourism entrepreneurship.
- **Define** tourism entrepreneur and tourism entrepreneurship.
- **Highlight** the policy measures taken by the Government of India to develop tourism entrepreneurship.
- **Describe** the major forms of tourism entrepreneurship in India.
- **Appreciate** the role of tourism entrepreneurship in Indian economy.
- **Justify** the need for and significance of developing rural tourism entrepreneurship in India.

Meaning of Tourism Entrepreneurship

Before we define tourism entrepreneurship, let us first understand the meaning of the term ‘tourism.’ Tourism as a word appeared for the first time in 1811 and was associated for ‘mobility’ for recreation (Lundberg 1972:11). Lickorish and Kershaw (1958) consider tourism as analogous of travel industry and define it as “a part of national income, which caters for the traveler, who is visiting the place outside the locality, where he resides or world.” According to Sarkar and Dhar (1998), “Tourism is a multidimensional concept and implies many things to many people. For the tourists it is travel, relaxation, a holiday, an expose to other cultures and traditions. Those who ‘sell’ tourism naturally see things differently. To them, it is an industry, a source of income, especially of foreign exchange.

The Perspective

The fact remains that for a country like India bursting with tourism opportunities, we have been slightly slow on the uptake, as far as promoting tourist destinations goes. A point highlighted by the First Planning Commission way back in 1955, which ranked tourism 269th on their priority list of industries lower than even the development of light houses.

Following are some encouraging but compelling fact and figures about the Indian tourism.

Following are yet some more features of the Indian tourism industry indicating its important role in the national economy:

- The percentage of foreign tourists in India has increased by 12.4 per cent in one year, that is, from 2006 to 2007. In 2006, Indian tourist industry witnessed a growth of 14.3 percent, which reached around 3.89 million in 2007.
- The foreign tourists’ arrival led to a robust growth in the foreign exchange earnings that increased from US\$ 5.03 billion during January-October 2006 to US\$ 6.32 billion during January-October 2007, which is apparently a 25.6 per cent rise.
- Nonetheless, the outgoing graph of tourism industry in India is in no way lagging behind from the inbound one. People travelling from India to abroad or states within India have increased by 25 per cent.

- The United Nations World Tourism Organization (UNWTO) has estimated the outgoing tourists to reach around 50 million by the year 2020.
- India has a growing medical tourism sector.
- The 2010 Commonwealth Games in Delhi gave a big boost to tourism in India.

TOURISM ENTERPRISE, ENTREPRENEUR AND ENTREPRENEURSHIP

'Tourism enterprises' refer to the different forms of tourist related business ventures permitted within the National Constitution. Like any other enterprise, tourism enterprises are also business ventures having similar preparative principles, but working on a very wide scale. Sinclair and Stabler (1997) have defined the tourism enterprise as "a composition of products involving transport, accommodation, catering, natural resources, entertainment and other facilities and services, such as shops and banks and other tour operators.

Policy Measures for Tourism Entrepreneurship in India

The National Tourism Policy, 2002 earmarked considerable changes and policy inclusions in the Indian Tourism Industry. 'Incredible India' campaign fallout of the Policy insisted on worldwide publicity of Indian tourism. The most significant aspect of the new tourism policy rests on the coordinated efforts of public and private sectors in tourism planning and promotion. The new policy. Centers around seven broad objectives known as Seven Ss - Welcome (Swagat), Information (Suchana), Facilitation (Suvidha), Security (Suraksha). Cooperation (Sahyog), Infrastructure Development (Sanrachana), and cleanliness (Safaai) which are the main areas of operation in the policy. However, the initial National Policy on Tourism was declared in 1982, by amalgamating the discrete efforts of tourism promotion in the initial years of Indian Planning. By 1986 (during the 7th Plan), tourism was assigned the status of a service sector industry. By now some fourteen Indian states have declared tourism as an 'industry'. Some of the salient features of tourism promotion in India since 1991 are listed as follows:

- Tourism was made a priority sector for foreign direct investment in 1991 making it eligible for automatic approvals up to 51% of the equity.
- A National Strategy for Tourism Development was evolved in 1996 which advocated the strengthening of an institutional set up in human resource development, setting up of an Advisory Board of Tourism Industry and Trade (which has since been set up), the integrated development of tourist destinations and the promotion of private sector in tourism development.
- Declaration of Export House Status to the tourism industry in 1998; specifically Hotels, Travels Agents, Tour Operators, and Tourist Transport Operators are given this status.
- Declaration of Ecotourism year 2002.
- Adoption of Single Window Clearance System for Tourism Entrepreneurs.
- Confederation of Indian Industry (CII) and the Task Force on Infrastructure for Tourism suggests in their reports that tourism should be declared as an infrastructure industry of the country.
- Sustainable policy determination, openness for foreign direct investments, financial assistance to the private tourism entrepreneurs, etc. are also remarkable landmarks in the history of the tourism industry in India.

Eco-Tourism / Nature Tourism /Rural Tourism

By the end of the 20th century, tourism has become the largest industry in the world, and this is now considered as the most rapidly growing industry of the world. The World Tourism Organization (WTO 1996) predicts that international tourism will grow at approximately 4% per year through the year 2010. Until the start of the second last decade of the last century, tourism was seen as a profitable sector of business with no obvious constraints to growth, few barriers to entry to market, an almost universal welcome from governments, and few effective regulatory requirements to take the environment into consideration. Commercial organizations, be large or small, were Acting on the 'Dowkin's Principle of Self Interest.' With such wanton and rapid growth in tourism activity, it is no wonder that the impact of largely unplanned tourism development has

been felt deeply as impending on environment, ecology, and on the people or the community. In the wake of these impacts, there is a need for the alternate tourism so that we can preserve tourism with its benefits for next generations also. And the outcome is the concept of eco-tourism.

A sound ecotourism is characterized by the four key hall marks that distinguish it from simple nature, wildlife or adventure tourism. The four hallmarks are that ecotourism projects have should:

1. Be designed, built and operated so that they leave a “soft imprint”.
2. Contribute money to the local economy and local community services.
3. Contribute financially to environmental protection.
4. Educate visitors and members of the local community.

The definitions of ecotourism focus on three significant aspects viz. nature, tourism and local communities.

The main objectives of Ecotourism are:

- Provision of socio-economic benefits.
- Provision of environmental services.
- Conservation of the natural areas.
- Provision of high quality experience.
- Promotion of environment advocacy.

Fundamental functions of Ecotourism include:

- Protection of natural area
- Generation of money
- Education
- Quality Tourism
- Local Participation

Considering all these aspects, the rural tourism entrepreneurship generation should be a prime objective of the government initiatives. The following steps are advocated for the same.

- A Government Policy of Rural Tourism Development is a prime necessity with a well designed policy framework.
- Establishment of education and training institutes for tourism studies in coordination with all state Governments.
- Preparing tourism products to attract specific categories of tourist in consonance with the determination of the carrying capacity of a tourist location.
- Declaration of circuits for rural tourism.
- Development of general as well as tourism infrastructure.
- An effective tourism publicity drive should be adopted involving local as well as outside media to bring to the limelight the potentials of rural tourism in the country.

WORKING OF SELF HELP GROUPS IN RAMANATHAPURAM DISTRICTS

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Abstract

The SHGs are running smoothly in Tamil Nadu especially in Ramanathapuram. The following main reasons. The formation and functioning of SHGs among the women groups' gains moral support and every financial support from the officials and banks. Staff due to their active performance and accurate repayment of the loans that they borrowed from the banks. In all districts there is alarming growth in forming SHGs and the cash flow to the banks are enormous. Many common people understand the discipline and procedure to be followed for attaining the goal of entrepreneurship. Government finds easier way to do so many other developmental works with the support of the SHGs.

Introduction

A SHG is defined as voluntary groups valuing personal interaction and mutual aid as mean of altering or ameliorating problems perceived as pressing and personal by most of its members. The members are liked by a common bond like caste, sub caste, blood, and community, place of origin or activity. The interveners- Banks, NGO and Government called the natural groups as "affinity groups".

Definition

Prof. Verhagen defines a self group as an "institutional framework for various individual or households who have agreed to co operate in a continuing basis to pursue one or more objective".

Objectives of the Study

The following are the major objectives of the study.

- To study the functions of SHGs and empowerment of women.
- To build capacity of women to enable them to participate in the mainstream activities and promote entrepreneurship among women
- To form self help groups of poor women both in rural and urban areas, develop skills.
- To study the saving, Training, Bank linkages and lending pattern in the SHG on Ramnad Panchayat Block and to analyses the services render by the SHGs to their members. The offer suggestions for improving the services of SHGs to their members.

Vazhdhu Kattuvom (Mahalir Thittam)

When women passes through several stages (childhood, girl, teenage, house-wife, mother hood, old age) in her life-time, she experiences various feelings, encounters many incidents and faces too much obstacles. The mother who presents paradise is made as sorrowful doll. The Honorable chief Minister in implementing Multi-various welfare schemes through social welfare Department with the sole aim of driving out the sorrowful darkness prevalent among all the stages of the women and giving them rays of hope and satisfaction in their lives. Savings linked Micro Credit scheme for women implemented by Department of co-operation, Mahalir Thittam and Marriage Assistance to orphan girls and widows daughter implemented by social welfare and Nutritious Meal programme Department and widow re-marriage scheme and inter-caste marriage scheme implemented by social Reforms will be co-ordinated, monitored and implemented under the direct supervision of Chief Minister's secretariat. These schemes will come into being as "vazhdhu Kattuvom" as announced by Honable Chief Minister.

Socio Economic Condition of the People in Ramanathapuram

Most of the people live without land, building and other basic requirement as such they are landless or marginal farmers. Both fishing Communities and farmers group are being exploited

by the money lenders or middle men in trading or business activity. Most of them earn very little from their occupation and they are unable to run their family with little amount of income. Their economic status is very poor and thereby the whole district is considered to be a backward in all level of economic and social aspects. Many come under below poverty line in this district.

In this condition, the formation of Self Help Group creates a certain advantages to borrow loan from Banks which prevent them from borrowing from the money lenders and to escape from paying huge amount of interest from their lowest income. In Ramanathapuram District, the SHG is an informal organization of upto 20 people from the poorer section of the village's society, organized, owned, operated and controlled by the members, based on solidarity, reciprocity, common interest and resource pooling. The SHGs provide them business skill and promote their entrepreneurship. Further in Ramanathapuram District, some community based organization like farmers, club, local bodies and fields level workers of government agencies and staff are involved in forming such Self Help Groups. They create awareness to the common people for the importance and significance to fight against their poverty. All Banks in Ramanathapuram District are extending their co-operation to increase the number of SHGs in this district. The NGOs teach the people the rules and regulations, governing bank procedures and administrative requirements, maintenance of book keeping, rules for internal lending and repayment of loans, keeping the group fund intact, knowing in details the responsibilities of the Animator and the representative of the group. This has developed the basic financial discipline and built up an own capital stock as internal resource base and become eligible for the bank loan.

The solidarity principle in SHGs has increased their self-confidence to guard against individual economic and social risks for promoting economic ventures individually or jointly. Some evidences indicate that it has enabled to increase the saving of the poor people, permitted to enhance net incremental incomes, smoothened income inequalities, assisted reduction of indebtedness with moneylenders and freed from bondages and enabled to give additional employment opportunities. They know how to utilize the resource available through credit facilities. They do so many cottage industrial products such as Palm leaves products, candy and sweets, soap, oil, talcum powder, washing powder, phenol, cleaning liquid, incense sticks, mosquito sambirani, paper cups and other paper products like office cover, files folders and boards and ornamental items from sea shells and garlands with available sea roach and pearls. The production of dry fish in the major small scale industries in this area as many do their fishing activities. In addition to that they do tailoring, running snack shops. Some are involved with coir making and coir products, in crafts hide and skin preparation, pottery making, carpentry, broom making and weaving.

Numbers of Members in the Self help Groups

A homogeneous poor people numbering 10 to 20 (minimum 10 and maximum 20) residing in an area, meet at least twice in a month at a common place, collect savings from each member and lend to the needy members to meet any expenses. The members may be males alone or males and females mixed or females alone. They are four types of SHG. If all the members in a Self Help Groups are males then the group is called male group. If all the member in Self Help Group are Females than the Group is called Female groups. If some member is male and some are Females than the Group is called mixed group. If all the members are physically handicapped than the group is called the Disabled persons groups.

Different Types of the Economic Activities in Self Help Group in Ranmad PanchayatS

Economic Activities

- Sea shell Armaments
- Sea weed collection
- Palm leaf product and goat
- Fish net product
- Jasmine cultivation
- Milk Animal
- Chakol product
- Palm leaf with milchanimal
- Ration shop

Vegetable shop

Skill Training

Skill training for the EDP trained SHGs is being conducted by various Institutions and community polytechnics in various trades. Manufacturing of paper cup, Jute Bag, Catering Technology, Leather and Rexene, Tailoring, Hollow Blocks, Herbal products, Beauty parlour, Wax Candles Making, phenoil Manufacturing, Soap Manufacturing, Agarbathi, Diary products and screen printing.

Role of Banks in the Self Help Groups

There are nine banks to serve area like state Bank, IOB, Pandiyan Grama Bank, Bank of India, CB, UBI, ICICI, Indian Bank, RDCC providing services to the SHG. All banks are lending the credit facilities to the self help groups member for production and consumption purposes on the condition of maintaining proper records. Organizing the group meetings, creating awareness about the women related issues and discussing various matters regarding villager problems in every such groups such groups meetings. The groups must maintain the relevant book of accounts is double entry book keeping system in order to facilitate audit or to verify the accounts. The grading of groups will be one taking into account the following activities.

Financial Scheme

The financial scheme under the linkage program could be based on the following broad principles. Savings first, no credit without saving. Saving as partial collateral. Bank loans to the group, for on lending to members. Credit decisions for on lending to member by the group. Interest rates and other terms and conditions for loans to members to be decided by the group. Joint liability as a substitute for physical collateral. Ratio between saving and credit contingent upon credit worthiness of the group increasing with good Repayment record. Small loans to begin with.

Role of Bankers

Helping SHGs in opening bank accounts in the nearest on formation. Visiting SHGs for establishing good rapport and assessing capacity for absorbing credit guiding the animators, representatives and members in relation to banking procedure. Delivering credit in time to eligible and progressive SHGs. Initiating efforts and participating in steps for prompt repayment of loan by SHGs. Encouraging disciplines SHGs, which prompt repayment of loan, through positive steps. Participating in training group meetings, workshop, review meeting, etc at various levels on a regular basis Guiding group/members choose right economic activities

Bank Support

Banks provide financial assistance to the SHGs for the various entrepreneurial activities such as agriculture, goat rearing, poultry, dairy paper making, pickle making or any other. Entrepreneurial activities suitable to their dwelling are financial assistance will be provided by banks to the SHGs after ascertaining their satisfactory performance in managing SHGs.

Strategy of Self Help Groups

Development of strong, cohesive, self-help women groups, through inculcation of the spirit of mutual help, self-help and team spirit. This scheme has reduced vulnerability to crisis by inculcating habit of regular saving. Getting out of money lender clutches, by regular savings and internal rotation of savings and it has increased asset base and income through access to inexpensive and timely credit. Improved access to vital credit for economic activities by making SHGs credit worthy and bankable. Mostly it has increased access and control over resources at household level through income generating activities and access to credit. The SHG has improved access of SHG members to various governmental, development schemes and bank credit, by forging sustainable linkage of SHGs with banks, Governments department, etc. It has further developed self confidence building and improved communication skills, through training, increased mobility, exposures and collective action. It has been increasing social awareness, through motivation, intermingling, networking, exposure and participation in social action/reformation programmes

improved status of women in the family and society, through access to credit, increased control over resources, improved skills and collective action. It has been the information of SHG has bringing out hidden talents constant motivation and providing opportunities. Improved opportunities self development by breaking social and culture barriers and inhibition, improved in health and family welfare, through awareness, training, exposure, improved functional literacy through training, exposure practice, awareness of legal right and legal aid access, through networking and training and overall leadership development through exposure to SHG management by conscious rotation of responsibility. This would change from worker status to work manager status, by motivating them to assume control over their lives.

It would develop business competence, through entrepreneurship training, facilitating participation in exhibition, collective negotiation/facilitate bargaining Facilitate emergence of structure like marking unions and dissemination information on markets. These would enable access the power of collective action through formation of women's federations at various levels. High degree of self-reliance through building of capacity of women to handle administration of SHG affairs on their own.

Suggestion and Conclusion

Fulfilling the basic needs women, improving saving habits, child care, increasing earning capacity of women, Health and Sanitation, Literacy, Improving water facility, Improving power facility, creating awareness about to avoid early marriage, creating awareness about to avoid the illegal arrack, creating awareness about to avoid the AIDS, creating awareness about to avoid the Infanticide, strengthening economic Independence of women, community Integration and Development, Propagating income generation Activities. Assisting members to avail assistance from Banks, creating awareness about role of women in panchayat institution. The formation of SHGs the national Income has raised in recent period of time by mass production of goods and services. Awareness and literacy have spread through common rural area people, so that no one is easy to be neglected. The success of the scheme is very attractive and everyone wants increase the number of SHGs in the rural areas. Money lenders and middle men group are between the small sellers has been reduced and there by a huge interest loss to the sellers has alarmingly reduced.

WOMEN ENTREPRENEURSHIP IN INDIA – PROBLEMS AND PROSPECTS

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Abstract

An attempt is made in the present paper to understand the problems faced by women entrepreneurs and prospects to them based on secondary data source collected. Economic problem is the main problem faced by women entrepreneurs, while empowering and highest prospects was found as compared to own business to women in service. Women Entrepreneurship is considered an effective instrument for the economic empowerment of the women. Women in India remained economically undeveloped for many decades. In the recent past, only the concept of Women Entrepreneurship is gaining momentum. Despite number of measures and incentives taken by the government of India, the women entrepreneurs are not increasing at a greater rate. This is due to some practical problems in the process of entrepreneurship by women.

Keywords: *Women entrepreneurs, Problems & Prospects, India, Economic development men entrepreneurship in Indi- problems*

Introduction

Women entrepreneurship development is an essential part of human resource development. The development of women entrepreneurship is very low in India. In the present era, the women owned businesses in the form of women entrepreneurs are one of the fastest growing entrepreneurial populations in India. Entrepreneurship amongst women has been a recent concern. Women have become aware of their existence their rights and their work situation. However, women of middle class are not too eager to alter their role in fear of social problems. The progress is more visible among upper class families in urban cities. It is seen that many entrepreneurs are motivated on their own to start their own enterprises. Many of these entrepreneurs actually do not receive any structured entrepreneurial input. They learn the same through trial and error, and then highlights the prospects and the future challenges. Any understanding of Indian women, of their identity, and especially of their role taking and breaking new paths, will be incomplete without knowing Indian history of women with various role models.

Entrepreneur

Peter Drucker defines that, “Entrepreneur is a person who is hungry searching changes, responds to it and exploiting it as an opportunity. Further continues with, “it is an innovation stands as the specific tool of entrepreneur, the source through which they exploit change as an opportunity for different business or service” The definition mentioned above clarifies that : An entrepreneur - person, who organizes a business, undertakes innovation and assumes risk with the aim of gaining competitive advantage and profit.

Meaning of Entrepreneurship

It has its origin when mentioning in terms of the term itself from a French word “Entreprendre”. It cradled and then initially meant as to designate an organizer of certain musical events or any other entertaining sources [11]. The word, its meaning to the core, reflects about readiness for doing ‘something’. Practically, it is the person, irrespective of being an individual or not, who exhibits the will, is called as an entrepreneur. If we search through the meaning of the said word then we might face versatility into the definition with respect to person, gender, work, location & situation accordingly. However, when defined in very common words then ‘entrepreneurship’ is nothing but the procedural thought of identifying innovative openings and converting it into marketable ideally with so called products and services both.

'Entrepreneur' is broadly classified into three terms - **Risk Bearer, Organizer and Innovator**. It is about a person assuming and bearing different risks involved, who is organizing for need based varieties of the inputs or the factors in relation with the product and finally at par, the 'Entrepreneurship' is a process which carries innovations with new ideas, concepts, strategies and methodology within the enterprise coping-up with the time and need is defined as Entrepreneurship

Women Entrepreneurship

Women entrepreneurship means an act of business ownership and business creation that empowers women economically and elevates position in society. A considerable impact more than 25 percent of all kinds of business in all segments of economy made by women entrepreneurs. "Entrepreneur" is restricted amid women mainly within the society based common limits that numbers 5 percent or sometimes even less for all the sectors concerning businesses especially in India. The women entrepreneurs had to and have to cross over many obstacles and challenges in respect heading for the development of the nation. It is mainly because of the formal terms and its implications practically. The terms are legal aspects, technology, politics, socio-cultural factors, economic circumstances, etc. Furthermore, when a woman carry will for converting herself into an entrepreneur or to enhance the same factor needs to face harsh circumstances within local regulatory, cognitive and normative systems for an entrepreneurial part. In the state of Maharashtra, government does carry versatile schemes and policies for the women entrepreneurs. But there has been huge un-awareness among the women about the same, their own ignorance with no enthusiasm and curiosity and finally lack of knowledge make them to reside at a longer distance for being the entrepreneurs.

Need of Women entrepreneurship

Considering the strengths and the weakness of at an entrepreneurial level for a person, we find women are at zenith with all the superiority especially with the confidence needed to take control of the hazardous situation with valid solution. They are best even with the unpredictable obligations concerning the job work, are creative enough and innovative too. The needed devotion, dedication, sincerity, skills for time management, attitude to work hard, aggressiveness, ambitious, intelligent but patient, optimistic but cautious, etc. This off-course results outputting with improved entrepreneurship. Some of the reasons may as follows -

1. Half the Indian population is woman and do carry better contribution to the development of nation and hence the main stream for them should be kept open for all freedom.
2. As per the national economy of India, women plays more dedicated, devotional, vital and productive role as labours. Referring to the total force, it is counted to be around one third.
3. Enhancing women's entrepreneurship is an important approach for civilizing the benefit of Indian domestics.
4. It is found that the potential carried by women entrepreneur and the general entrepreneur there is long distance to be covered.
5. As per the earnings, if it is an Indian woman, obviously you will find that the share of the earnings is been operative for the family, its needs and the future aspects but same is not done to a level by a man from the same family. Improving women's income and quality through entrepreneurship implies a multi-dimensional contribution to overall growth and development.
6. If women are to be empowered then it is only through the financial requisites for entrepreneurship.

Objective

- To identify the problems faced by the women entrepreneurs
- To know the prospects women entrepreneurs
- To know various government schemes for the development of women entrepreneurs.

Methodology

The study is based exclusively on secondary data which is collected from publishes sources like Journals, textbooks, reports, websites etc.

Problem of Women Entrepreneurs in India

Some of the problems faced women entrepreneurs are as follows;

Problems of Finance

Finance is regarded, as life-blood' for any enterprise, is it big or small. However, women entrepreneurs suffer from shortage of finance. Bankers, creditors and financial institutions are not coming forward to provide financial assistance to women borrowers on the ground of their less credit worthiness and more chances of failure.

Lack of Education

In India, around 60 per cent of the women are still illiterate. Due to the lack of the education and that too qualitative education, women are not aware of business, technology and market knowledge. In addition, lack of education causes low achievement motivation among women. Thus, lack of education creates one type or other problems for women in the setting up and running of business enterprises.

Family Ties

In India, it is mainly a women's duty to look after the children and other members of the family. In case of married women, she has to strike a fine balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for business. Support and approval of husbands seem necessary condition for women's entry into business.

Gender Inequality

In India is a male dominated traditionally society where women are not supposed to be equal to men folk. They are treated as subordinate to husbands and men, physically weak and lesser confident to be able to shoulder the responsibility of entrepreneur.

Scarcity of Raw Material

Most of the women enterprises are plagued by the scarcity of raw materials and necessary inputs. Added to this are the high price of raw material, on the other.

Stiff Competitions

Women entrepreneurs do not have organization set-up pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competitions ultimately results in the liquidation of women enterprises.

Health Problems

Major health problems faced by women entrepreneurs were tension, backache, eyestrain fatigue and headache. It is found that women feeling the problem of feeling fatigued after returning home, lack of rest and sleep and heavy schedule.

Low Risk-Bearing Capacity

Women in India are by nature weak, shy and mild. They cannot bear the amount of 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.

Limited Managerial Ability

Women entrepreneurs are not efficient in managerial functions like planning, organizing, controlling, coordinating, motivating etc. of an enterprise. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.

Lack of Self-Confidence

Women entrepreneurs because of their inherent nature, lack self-confidence that 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.

Contributions of Women Entrepreneurs

The role of women in the economic development of the nation cannot be neglected. In fact, they have to be encouraged and motivated to take active part in any business activity. Women occupy a larger share of the informal economy and in the micro and small enterprise sector in India. The acceleration of economic growth requires an increased supply of women entrepreneurs. Women entrepreneurs play the role of change makers both in the family and in the society and inspire other members of the society to take up such activities. Women entrepreneurs are assets of the nation as they are engaged in certain productive activity and the create job opportunities for others. This leads to poverty reduction and minimising the problem of unemployment.

Capital Formation

An economy grows rapidly if the idle savings are invested in some productive activities. The idle funds mobilised and invested in the industry and thus optimum utilization of national resources is done. This phenomenon of capital formation accelerates the economic growth.

Improvement in per capita income

The exploitation of the opportunities to convert the idle resources like land, labour and capital in to national income and wealth in the form of goods and services is the outcome of increasing entrepreneurial activities. The per capita income and the net national product will be increased resultantly.

Generation of employment

Entrepreneurial activities give rise to employment opportunities. The women entrepreneurs become the job creators and not job seekers. Naturally, the economic growth will be accelerated by generating employment.

Balanced regional development

The regional development of the nation is balanced as the women mostly start their business activities in the rural and underdeveloped regions. Government also encourages the entrepreneurs to start businesses in these areas through different schemes and subsidies.

Improvement in standard of living

Various products are produced by the women in their small-scale businesses, which are offered to the people at reasonable rates. New products are introduced and the scarcity of essential commodities is removed. This facilitates the improvement in standard of living.

Innovations

Innovation is the key of entrepreneurship. An entrepreneur through his/her innovations begins new enterprise and thus plays an important role of pioneer and industry leader. As we have seen above, the enterprise leads to acceleration of economic growth through different angles. Women entrepreneurs are transforming families and society, besides contributing to business development. Women are more likely to reinvest their profits in education, their family and their community. Despite of all these contributions, today we find that rate of women entrepreneurs is very low. Government and non-government agencies also have recognized their contributions and have paid increasing attention towards the empowerment of women entrepreneurs. Although the women are entering into the field of enterprise at lower speed, we see various women successfully running their businesses both in domestic markets and in international markets. Kiran Mujumdaar Shaw, Shehnaaz Hussain, Ekta Kapoor, Jyoti Naik (Lizzat Papad), Rajni Bector(Cremica) etc. etc... This is a very long list. Still we find the rate of women entering into entrepreneurial activities is very low. In addition, in the above paragraphs we have seen the different challenges faced by the women entrepreneurs.

Steps taken by the Government

The Government has adopting various schemes and programs for the development of women entrepreneurship. At present, the Government of India has over 27 schemes for women empowerment operated by different departments and ministries. Some of these are:

- Integrated Rural Development Programme (IRDP)
- Khadi And Village Industries Commission (KVIC)
- Training of Rural Youth for Self-Employment (TRYSEM)
- Prime Minister's Rojgar Yojana (PMRY)
- Entrepreneurial Development programme (EDPs)
- Management Development programmes
- Women's Development Corporations (WDCs)
- Marketing of Non-Farm Products of Rural Women (MAHIMA)
- Assistance to Rural Women in Non-Farm Development (ARWIND) schemes
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- Working Women's Forum
- Indira Mahila Yojana
- Indira Mahila Kendra
- Mahila Samiti Yojana
- Mahila Vikas Nidhi

- Micro Credit Scheme
- Rashtriya Mahila Kosh
- SIDBI's Mahila Udyam Nidhi
- Mahila Vikas Nidhi
- SBI's Stree Shakti Scheme
- NGO's Credit Schemes
- Micro & Small Enterprises Cluster Development Programmes (MSE-CDP).
- National Banks for Agriculture and Rural Development's Schemes
- Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
- Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains'
- NABARD- KFW-SEWA Bank project

Suggestions

- Awareness programmes regarding the entrepreneurship should be conducted in order to educate the women.
- Women entrepreneurs should get support and encouragement from family, society, Government and financial institutions.
- Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improvise their over-all personality standards.
- To initiate a state/national/international network of women entrepreneurs.
- Establishing various policies to offer easy finance schemes for economically strengthening the position of women.
- Forming a cooperative association of women entrepreneurs to mobilize resources and pooling capital funds, in order to help the women in the field of industry, trade and commerce.
- Women in business should be offered soft loans & subsidies for encouraging them into industrial activities. The financial institutions should provide more working capital assistance both for small-scale venture and large-scale ventures.
- In the initial stages, women entrepreneurs may face problems but they must persevere, believe in themselves and not give up mid way.
- Government to purchase the products of women entrepreneurs.
- There should be a continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs.

Conclusion

It can be concluded that women entrepreneurs faced multiple problems among the problems economic problem is main. Women entrepreneurs indicate higher prospects and within the service, sector corporate/industries have the shows higher prospects to women.

Women are an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. Encouragement for women entrepreneurship is one of the ways for that. However, unfortunately it is seen that the traditional mind set of the society and negligence of the state and respective authorities are important obstacles in the women entrepreneurship development in India. Therefore, there is need of continuous attempt to inspire, encourage, and motivate women entrepreneurs.

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TIME MANAGEMENT OF BANKING, INSURANCE AND HOSPITAL IN INDUSTRIES

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Abstract

Time management is the proper delegation of the time management we have in order that the most important tasks are completed before the more trivial and less important ones. It means getting the maximum value and benefits out of every activity accomplished, no matter how small or big it is. Time management of commercial banks is an important aspect of banking business management. The paper makes study about how to use the working system, which is applied to commercial banks performance management system, and points out that it breakthrough the defects in the traditional single application of financial indicators which measures performance. The sample for this study was comprised of the employees who were employed at three selected services sector of banking, insurance and Hospital. The entire sample of 660 respondents was selected from the district in Tamilnadu state, on the basis of purpose sampling.

Keywords: *Time management, working system, Time Consciousness.*

Introduction

Time management is the ability to decide what is important in life both at work and in one's home and personal lives, to prioritize certain jobs so that one can complete the tasks that need to and also those that are considered as really important. Many people spend more time planning their next holidays, than planning their lives which is likely to give more long term satisfaction. Training is a simple but very deep word. It's the one type of practical experience. Experience can be useful in observation & the observation can be helpful in the development of our skills and knowledge. The traditional corporate world and the modern corporate world are different in any ways. The requirements are increased in goals, planning, working, and controlling et.,, in modern corporate world. Because of the practical training. I can understand those requirement and we can develop our abilities and behavior to suit with industrial environment. The present paper is aimed to probe and unravel the way employees of services sectors manage their work. Good time management provided provided the ability to keep a balance in our lives, or to recognize where the imbalance is. For instance, is all our focus on work rather than on leisure and social activities good? What about our family and those near and dear to use are they allowed playing an important role in our lives, or are they constantly brushed to one side. The information which was required for that study from the employees of services sectors was sought using interview schedule.

Time Management Practices

The basic steps in the management of any resources include its proper planning, controlling and evaluation. Since this study is based on the management of time, the information is obtained by putting certain questions to know time management practices of the respondents. The questions are bases on planning, controlling evaluating and achieving goals in the use of time. The responses of the respondent are measured in terms of 'Always', 'Sometimes' and 'Never' ,which are given the scores obtained 3,2 and 1 respectively.

Time Management Practices of the Respondents

Management practices	Banking	Insurance	Hospital	Total	%
Very	52	52	44	148	22.42
Good	108	116	124	348	52.73
Poor	60	52	52	164	24.85
Total	220	220	220	660	100
Mean Score	34.05	35.43	35.13		

The table reveals that one fourth of the respondents followed 'very good' time management. 52.73 per cent respondents are practicing 'good' time management and about twenty five per cent respondents are following 'poor' time management. It is seen that more than 50 per cent respondents from Hospital industry followed 'good' time management practices and also majority of the banking and insurance respondents practiced 'good' time management. 24.85 per cent respondents from all the three industries are having 'poor' time management practices. 23.64 per cent each from banking and insurance industries and 20 per cent from hospital industry practiced 'very good' time management. The mean scores obtained by banking respondents are 35.5 and by hospital respondents are 35.42. Thus, it can be concluded that majority of the respondents from all selected industries followed 'good' time management practices. Only one fourth of the respondents are following 'very good' time management practices

Relationship between Time Consciousness and Time Management Practices of the respondents

If one wants to control time, he/she must also have certain awareness of time. To find out whether there is relationship between importance of time as a resource and time management practices of the respondents, the total scores obtained by each individual for each of these variables are considered. Using these scores scatter diagram was plotted and by Pearson's Product Moment 'r' value is computed. In the Table, the number of respondents from three selected industries having 'more' and 'very good', 'average' and 'good' and 'less' and 'poor': time consciousness and time management practices respectively have been presented along with the obtained 'r' values for each selected industries.

Relationship between Time Consciousness and Time Management Practices

Management practices	More					Average					Less				
	B	I	H	T	%	B	I	H	T	%	B	I	H	T	%
Very good	12	26	14	52	7.78	28	20	30	78	11.82	12	06	00	18	2.73
Good	38	22	38	98	14.85	42	70	44	156	23.64	28	24	42	94	14.24
Poor	4	8	8	20	3.03	40	22	24	86	13.03	16	22	20	58	8.79
Total	5	5	6	17	25.7	11	11	9	32	48.4	5	5	6	17	25.7
	4	6	0	0	6	0	2	8	0	8	6	2	2	0	6

Source: Primary Data

Pearson's Product Moment 'r value - Banking Industry = +0.20, Insurance Industry = + 0.33, and Hospital Industry = + 0.34. The perusal of the above table discloses that about one fourth of the respondents are following 'very good' time management practices. Only 25.76 per cent were 'more' conscious about the resource time. Out of them only 7.78 per cent and 11.82 per cent are 'more' and 'average' conscious about time respectively. Negligible percentage of respondents are 'less' conscious about time. Further, it is seen that 52.73 per cent respondents practiced 'good' time management and 48.48 per cent respondents are having 'average' time consciousness. Out of them 23.64 per cent and 14.24 per cent respondents were having 'average' and 'less' time consciousness respectively. 14.85 per cent respondents are 'more' conscious about the resource time. It is found that one fourth of the respondents are 'poor' managers and 'less' conscious about the use of time. Industry-wise difference revealed that majority of the respondents from all selected industries are having 'average' time consciousness and practiced 'good' time management. However, from Hospital industry 21 per cent respondents although practiced 'good' time management are 'less' conscious about the importance of time and 10 per cent are 'poor' in time management and 'less' conscious about the resource - time. Only 13 per cent respondents from insurance are more conscious about time and practiced 'very good' time management. The positive correlation is found between these two variables in case of respondents from three service industries. It is low and negligible in case of banking respondents ($r= 0.20$). Correlation value between these two variables is $r=0.33$ for insurance and $r=0.34$ for Hospital respondents, although low, correlation is existing.

Conclusion

Thus, from the above findings it is clear that positive but low correlation existed between time consciousness and time management practices. For majority of respondents from three selected industries 'average' time consciousness resulted in 'good' time management practices. Employees are highly perishable, which need constant training for up gradation of information. And time management. If time is utilized optimally, certainly the state and nation would grow rapidly. In India, service sector is a leading sector which generates more employment, Needs scientific training and temper in time management.

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PROSPECTS OF WOMEN ENTREPRENEURS IN INDIA

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Abstract

The emergence of woman entrepreneurs and their contribution to the national economy is quite visible in India. The number of woman entrepreneurs has grown over a period, especially in the 1990s. Woman entrepreneurs need to be lauded for their increased utilization of modern technology, increased investment, finding a niche in the export market, creating a sizable employment for others and setting the trend for other woman entrepreneurs in the organized sector. This article focuses on the nature and status of women entrepreneurs in India. In the next part, the problems of women entrepreneurs encountered and in last part some government schemes supporting to women entrepreneurs and suggestive measures to overcome the problems women entrepreneurs in India.

Key words: *Women, Entrepreneur, Economy, Government Scheme, Development.*

Introduction

Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Entrepreneurship among women is an important avenue through which women can overcome their subordination within the family and the society as a whole. Therefore, development of entrepreneurship among women has received special attention of the policy makers. Women owned businesses are highly increasing in the economies of almost all countries. In India, women constitute around 48 percent of the population but their participation in the economic activities is only 34 percent. The entrepreneurial world is still a male dominated one. Entrepreneurship is one of the important factors of industrialization playing an important role in the economic development of a country. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities.

Review of literature

Priyanka Sharma (2013)

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.

Objectives of the study

- To study the nature of women entrepreneurs in India.
- To find out the problems encountered by women entrepreneurs.
- To review policies and schemes for women entrepreneurs in India
- To suggest the measures for success of women entrepreneurs in India.

Results and Discussion

I. Characteristics of Entrepreneurs

To be successful entrepreneurs one has to acquire and

Develop certain qualities, namely:

- a) High motivation for achievement of goal,
- b) Insatiable drive and persistent enthusiasm,
- c) Ready to take risk and face challenge,
- d) Technical expertise,
- e) Spirit of innovation,
- f) Hard working, dedication, commitment and self -confidence,
- g) Willingness to take advice/ learn from the failure and use of Feedback,
- h) Effective management of time.

II. Women entrepreneurs in India

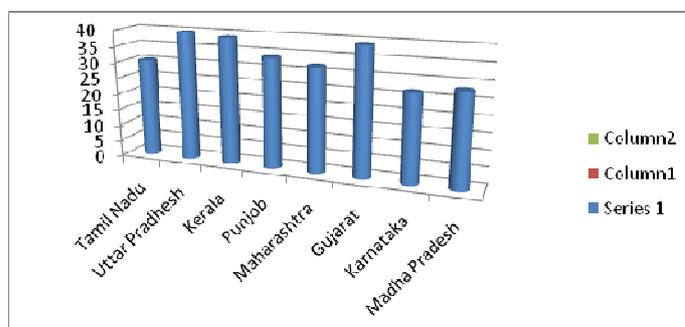
Over the centuries, the notion of 'entrepreneur' and 'entrepreneurship' has been used in various senses. Conventionally, entrepreneurship has been considered as an inborn trait of the individual. In the Middle Ages entrepreneur was a 'person who was active and got things done'. In the 16th Century, it describes those who risked their lives and fortunes in Wars. In 17th and 18th century, it denotes those who risked their wealth in a business enterprise or financial contracts. Women entrepreneurs are key players in any developing country particularly in terms of their contribution to economic development. Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others also. However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face many problems in starting and growing their businesses even though there are some successful names in women entrepreneurship in India. Successful women entrepreneurs consider their problems as a step to success and innovation. They take these problems as a challenge and face it boldly, instead of running away from it. Indira Nooyi, Kiran Mazumdar shaw, Naina Lal Kidwai, Vaidya Manohar Chhabria, Neelam Dhawan, Shahnaz Husain, Lalita Gupte, Ekta Kappor are some names of successful women in their respective fields. Following table shows women entrepreneurship in India.

Table No. 1 Women entrepreneurship in India

States	No. of units Registered	No. of women entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UTS	14576	4185	28.71
Total	57,452	18,848	32.82

Source: Secondary Data

Chart No. 1



It is clear from the above mentioned table that there are total 18,848 women entrepreneurs in India, Uttar Pradesh rank first with 39.84 per cent followed by Gujarat with 39.72 percent . Kerala, Punjab and Maharashtra are some other states having good number of women entrepreneurs. Overall percentage of women entrepreneurs in India 32.82%

there is a need of increase in women entrepreneurship in India

III. Problems Faced by Women Entrepreneurs

The problems faced by woman entrepreneurs are briefly analysed below:

- **Access to Start-up Finance**

Access to start-up finance is the greatest single issue faced by women entrepreneurs. It is observed that women entrepreneurs face greater problems in this regard than small business in general. As family members are not in favour of supporting their women to take up the business in which they have skills, naturally they will be unwilling to support with the finance required for starting a business unit.

- **Working Capital Management**

Another key disturbing factor for women entrepreneur is managing the working capital. Working capital is required for maintaining finished stock to meet the market demand, for production and meeting marketing and other administrative expense. It will be very difficult for women entrepreneurs to avail such loan facilities from financial institutions, as they are unable to provide security.

- **Marketing Skills**

Regarding marketing skills, women entrepreneurs have the problem of access to markets, as their marketing skills are weak compared to male entrepreneurs. Maintaining existing business and access to fresh business requires strategic marketing skills. This is the most commonly repeated problem faced by women entrepreneurs after finance.

- **Access to Technology**

A Co-ordinating factor of production is really a challenge to woman entrepreneurs. Women entrepreneurs cannot easily co-ordinate the production process particularly with the ever-changing technology. Very few women can sustain such production instants. Women who aspire to become entrepreneurs cannot keep pace with technology advancement. This puts down their initiative to become entrepreneurs.

- **Regulatory Requirements**

Regarding administrative and regulatory requirements, may face that this is a significantly greater problem for women entrepreneurs than their male counterparts. Micro- enterprises of every type experience these problems. It is because of the disproportionate effect of compliance costs on small companies compared with large firms. In spite of this, women entrepreneurs do not face that it, is a major issue.

- **Management Skills**

Another vital problem encountered by woman entrepreneurs is lack of management skills. In majority of the cases, woman entrepreneurs lack management skills. Because they have lower propensity of previous business experience. Besides this, support providers discriminate against women entrepreneurs to a greater extent providing these skills.

- **Lack of Confidence**

Other problems' like society's attitude towards woman entrepreneurs, unequal opportunities between women and men and very important amongst all the 'Lack of Confidence' in women are also haunting entrepreneurs.

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.

It can be said that today we are in a better position wherein 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. This is mainly because of attitude change, diverted conservative mindset of society to modern one, daring and risk-taking abilities of women, support and cooperation by society members, changes and relaxations in government policies, granting various upliftment schemes to women entrepreneurs etc.

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A STUDY ON PROSPECTS AND CHALLENGES OF RURAL ENTREPRENEURSHIP IN INDIA

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Abstract

Rural entrepreneurship is now a days a major opportunity for the people who migrate from rural areas or semi urban areas to Urban areas. On the contrary it is also a fact that the majority of rural entrepreneurs are facing many problems due to not availability of primary amenities in rural areas of developing country like India. Lack of education, financial problems, insufficient technical and conceptual ability it is too difficult for the rural entrepreneurs to establish industries in the rural areas. This paper makes an attempt to find out the role benefits and Problems and Challenges for the potentiality of Rural Entrepreneurship. It also focuses on the major problems faced by rural entrepreneurs especially in the fields of Marketing of products, financial amenities and other primary amenities, i.e. availability of electricity, water supply, transport facilities and required energy etc.

Key Words: *Entrepreneurs, Rural, Prospects & Issues*

Introduction

Rural entrepreneurship has emerged as a dynamic concept. It is generally defined as entrepreneurship emerging at village level which can take place in a variety of fields of Endeavour such as business, industry, agriculture and acts as a potent factor for economic development. Development of rural areas, have been linked to entrepreneurship more than ever before. Who should be capable of 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. Despite all the inadequacies in rural areas one should assess their strengths and build on them to make rural areas places of opportunities. This is much to do with the way one sees the reality of the rural areas. The way a survivor or job seeker would see things would certainly be different from those who would like to do something worthwhile and are ready to go through a difficult path to achieve their goals. It isn't that there is a dearth of people with such a mindset. But with time they change their minds and join the bandwagon of job seekers due to various compilations. Enabling them to think positively, creatively and Entrepreneurship purposefully is most of the development of rural areas. Young people with such perspective and with the help of rightly channelized efforts would usher in an era of rural entrepreneurship.

Objective of Study

- To addresses the role of rural entrepreneurs in India.
- To find out the benefits received by the rural entrepreneurs.
- To study the problems faced in growth of rural entrepreneurs in India.
- To provide suggestions for development of rural entrepreneurship in India.

Methodology of the Study

The data required for the present study are collected both from secondary sources. The Secondary data are collected from various published sources such i.e. magazines, newspapers,

journals, books, and various other publications. Moreover, some important information is also collect from relevant websites. The present study is descriptive in nature.

Importance of the study

Rural entrepreneurship implies entrepreneurship emerging in rural areas. In other words establishing industries in rural areas refers to rural entrepreneurship. This means rural entrepreneurship can already be found in literature. Diversification into non-agricultural uses of available resources such as catering for tourists, blacksmithing, carpentry, spinning, etc. as well as diversification into activities other than those solely related to agricultural usage, for example, the use of resources other than land such as water, woodlands, buildings, available skills and local features, all fit into rural entrepreneurship. A turnaround is possible in the above trend if employment opportunities are made available in rural areas along with basis amenities of life. The real solution to India's economic problem is not mass production but production by masses as was suggested by Mahatma Gandhi.

1. Roles of Rural Entrepreneurs in Economic Development

The entrepreneurs with their ability to scan, analyze and identify opportunities in the environment transform them into business proposition through creation of economic entities. They by channelizing the resources from less productive to move productive use create wealth. Through efficient and effective utilization of national resources, they act as catalysts for economic development and agents of social transformation and change. According to Joseph Schumpeter, the rate of economic progress of a nation depends upon its rate of innovation which in turn depends on rate of increase in the entrepreneurial talent in the population. According to Meir and Baldwin, development does not occur spontaneously as a natural consequence when economic conditions in some sense are right. A catalyst is needed which results in entrepreneurial activity to a considerable extent. The diversity of activities that characterizes rich countries can be attributed to the supply of entrepreneurs. They play a vital role for the economic development of a country in the following ways.

- **Formation of Capital**

Entrepreneurs by placing profitable business proposition attract investment to ensure private participation in the industrialization process. The otherwise idle savings are channelized for investment in business ventures which in turn provides return. Again the savings are invested giving a multiplier effect to the process of capital formation.

- **Balanced Regional Development**

The entrepreneurs always look for opportunities in the environment. They capitalize on the opportunities of governmental concessions, subsidies and facilities to set up their enterprises in undeveloped areas. The setting up of still plant at Tata nagar, Reliance Petrochemicals at Jamnagar (Gujarat) have resulted in the development of Good Township and peripheral regional development. Thus entrepreneurs reduce the imbalances and disparities in development among regions.

- **General Employment**

This is the real charm of being an entrepreneur. They are not the job seekers but job creators and job providers. With the globalization process the government jobs are shrinking leaving many unemployed. In the circumstances, the entrepreneurs and their enterprises are the only hope and source of direct and indirect employment generation. Employment is generated directly by the requirement of the large enterprises and indirectly by ancillary and consequential development activities.

- **Improvement in Standard of Living**

Entrepreneurial initiative through employment generation leads to increase in income and purchasing power which is spent on consumption expenditure. Increased demand for goods and services boost up industrial activity. Large scale production will result in economies of scale and low cost of production. Modern concept of marketing involves creating a demand and then filling it. New innovative and varying quality products at most competitive prices making common man's life smoother, easier and comfortable are the contribution of entrepreneurial initiative.

- **Increase in per Capita Income**

Entrepreneurs convert the latent and idle resources like land, labour and capital into goods and services resulting in increase in the national income and wealth of a nation. The increase in national income is the indication of increase in net national product and per capita income of the country.

- **National Self-reliance**

Entrepreneurs are the corner stones of national self-reliance. They help to manufacture indigenous substitutes to imported products which reduce the dependence on foreign countries. There is also a possibility of exporting goods and services to earn foreign exchange for the country. Hence, the import substitution and export promotion ensure economic independence and the country becomes self-reliance.

- **Planned Production**

Entrepreneurs are considered as economic agents since they unite all means of production. All the factors of production i.e., land, labour, Capital and enterprise are brought together to get the desired production. This will help to make use all the factors of production with proper judgment, perseverance and knowledge of the world of business. The least combination of factors is possible avoiding unnecessary wastages of resources.

- **Equitable Distribution Economic Power**

The modern world is dominated by economic power. Economic power is the natural outcome of industrial and business activity. Industrial development may lead to concentration of economic power in few hands which results in the growth of monopolies. The increasing number of entrepreneurs helps in dispersal of economic power into the hands of many efficient managers of new enterprises. Hence setting up of a large number of enterprises helps in weakening the evil effects of monopolies. Thus, the entrepreneurs are key to the creation of new enterprises that energise the economy and rejuvenate the established enterprises that make up the economic structure.

2. Benefits from Rural Entrepreneurship

- **Provide employment opportunities**

Rural entrepreneurship is labor intensive and provides a clear solution to the growing problem of unemployment. Development of industrial units in rural areas through rural entrepreneurship has high potential for employment generation and income creation.

- **Check on migration of rural population**

Rural entrepreneurship can fill the big gap and disparities in income rural and urban people. Rural entrepreneurship will bring in or develop infrastructural facilities like power, roads, bridges etc. It can help to check the migration of people from rural to urban areas in search of jobs.

- **Balanced regional growth**

Rural entrepreneurship can dispel the concentration of industrial units in urban areas and promote regional development in a balanced way.

- **Promotion of artistic activities**

The age-old rich heritage of rural India is preserved by protecting and promoting art and handicrafts through rural entrepreneurship.

- **Check on social evils:**

The growth of rural entrepreneurship can reduce the social evils like poverty, growth of slums, pollution in cities etc.

- **Awaken the rural youth**

Rural entrepreneurship can awaken the rural youth and expose them to various avenues to adopt entrepreneurship and promote it as a career.

- **Improved standard of living**

Rural entrepreneurship will also increase the literacy rate of rural population. Their education and self-employment will prosper the community, thus increasing their standard of living.

3. Challenges of Rural Entrepreneurship

Entrepreneurs are playing very important role in the development of economy. They face various problems in day to day work. As the thorns are part of roses, similarly every flourishing business has its own kind of problems. Some of the major problems faced by rural entrepreneurs are as under.

Financial Problems

- **Paucity of funds**

Most of the rural entrepreneurs fail to get external funds due to absence of tangible security and credit in the market. The procedure to avail the loan facility is too time-consuming that its delay often disappoints the rural entrepreneurs. Lack of finance available to rural entrepreneurs is one of the biggest problems which rural entrepreneur is bearing now days especially due to global recession.

- **Lack of infrastructural facilities**

The growth of rural entrepreneurs is not very healthy in spite of efforts made by government due to lack of proper and adequate infrastructural facilities.

- **Risk element**

Rural entrepreneurs have less risk bearing capacity due to lack of financial resources and external support.

Marketing Problems

- **Competition**

Rural entrepreneurs face severe competition from large sized organizations and urban entrepreneurs. They incur high cost of production due to high input cost. Major problems faced by marketers are the problem of standardization and competition from large scale units. Competition from large scale units also creates difficulty for the survival of new ventures. New ventures have limited financial resources and hence cannot afford to spend more on sales promotion. These units are not having any standard brand name under which they can sell their products. The literacy rate among the rural consumer is very low.

- **Middlemen**

Middlemen exploit rural entrepreneurs. The rural entrepreneurs are heavily dependent on middlemen for marketing of their products who pocket large amount of profit. Storage facilities and poor means of transport are other marketing problems in rural areas. In most of the villages, farmers store the produce in open space, in bags or earthen vessels etc. So these indigenous methods of storage are not capable of protecting the produce from dampness, weevils etc. The agricultural goods are not standardized and graded.

Management Problems

- **Lack of Knowledge of information technology**

Information technology is not very common in rural areas. Entrepreneurs rely on internal linkages that encourage the flow of goods, services, information and ideas. The intensity of family and personal relationships in rural communities can sometime be helpful but they may also present obstacles to effective business relationships.

- **Legal formalities**

Rural entrepreneurs find it extremely difficult in complying with various legal formalities in obtaining licenses due to illiteracy and ignorance.

- **Procurement of raw materials**

Procurement of raw materials is really a tough task for rural entrepreneur. They may end up with poor quality raw materials, may also face the problem of storage and warehousing.

- **Lack of technical knowledge**

Rural entrepreneurs suffer a severe problem of lack of technical knowledge. Lack of training facilities and extension services create a hurdle for the development of rural entrepreneurship.

- **Poor quality of products**

Another important problem is growth of rural entrepreneurship is the inferior quality of products produced due to lack of availability of standard tools and equipment and poor quality of raw materials.

Human Resources Problems

- **Low skill level of workers**

Most of the entrepreneurs of rural areas are unable to find workers with high skills. Turnover rates are also high in this case. They have to be provided with on the job training and their training is generally a serious problem for entrepreneur as they are mostly uneducated and they have to be taught in local language which they understand easily. The industries in rural areas are not only established just to take advantage of cheap labour but also to bring about an integrated rural development. So rural entrepreneurs should not look at rural area as their market, they should also see the challenges existing in urban areas and be prepared for them. Rural entrepreneurs are generally less innovative in their thinking. Youths in rural areas have little options “this is what they are given to believe”. This is the reason that many of them either work at farm or migrate to urban land.

- **Negative attitude**

The environment in the family, society and support system is not conducive to encourage rural people to take up entrepreneurship as a career. It may be due to lack of awareness and knowledge of entrepreneurial opportunities. The young and well educated mostly tend to leave. As per circumstances, rural people by force may be more self sufficient than their urban counterparts, but the culture of entrepreneurship tends to be weak. Continuous motivation is needed in case of rural employee whom is sometime difficult for an entrepreneur to impart with.

Suggestions

- Govt. should provide separate financial fund of rural entrepreneur.
- The concern department should provide special infrastructure facilities whatever they need.
- Govt. should arrange special training programmes for rural entrepreneurship.
- Govt. should felicitate top ranker rural's entrepreneur.
- Rural entrepreneur should more competitive and efficient in the local & international market.
- We should invite successful rural entrepreneurs from other states of country.

Conclusions

Rural entrepreneur is a key figure in economic progress of India. Rural entrepreneurship is the way of converting developing country into developed nation. Rural entrepreneurship is the answer to removal of rural poverty in India. Therefore, there should be more stress on integrated rural development programs. The problem is that most of the rural youth do not think of entrepreneurship as the career option. Therefore, the rural youth need to be motivated to take up entrepreneurship as a career, with training and sustaining support systems providing all necessary assistance. There should be efficient regulated market and government should also lend its helping hand in this context. Grading and standardization should be promoted and promotional activities should be enhanced. NGO's should be provided full support by government.

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CHALLENGES AND OPPORTUNITIES OF WOMAN ENTREPRENEUR IN INDIA

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Abstract

Entrepreneur is a key factor of entrepreneurship. Today women entrepreneurship becomes significant tool for women empowerment. The women Entrepreneurs should shift their attention from depending on others. They should train themselves to be an independent woman. The women entrepreneur faces many problems in aspects of financial, marketing, health, family, and problems. This paper focused towards the problems and opportunities of women entrepreneurs in India. This paper touched upon the areas of meaning and definition of entrepreneurship, functions of women entrepreneurs in India, problems of women entrepreneurs, challenges and opportunities of women entrepreneurs and also it highlights women empowerment in India. It concluded that women need for enterprises little training, some financial support and motivation at all levels-home, the society and the government. This paper suggested Govt. should provide separate financial fund of women's entrepreneur and arrange special training programmes of women entrepreneurship and also the Govt. should felicitate top ranked women's entrepreneur.

Keywords: *Women entrepreneur, Problems, opportunities, Challenges, Empowerment.*

Introduction

Nearly half of the Indian populations comprise of women. But, their participation in the economic development of the nation is lower as compared to men; this is because of the fact that women in this country are restraints by the age old cultural and religious dogmas, to take an active part in economic development of the country increased recently, this is because of the increasing level of women education, economic need of the women, unemployment problem and their own personal ambitions. Women Entrepreneurship is an important phenomenon. Since there is the constant need to utilize the skill of entrepreneurship among women for economic development and women empowerment. The women Entrepreneurs should shift their attention from depending on others. They should train themselves to be an independent woman. For this reason, the change in the economic, social, religions, cultural and psychological factors of the society have to be taken into consideration. The risk taking ability of women Entrepreneurs is an important function for the women Entrepreneur for successfully running an enterprise. She should have confidence to take financial risk etc., the women Entrepreneur herself should set the organizational goal and objectives in tune with the changing market demand. The women Entrepreneurs should have the ability to adapt to new technologies. The different type of enterprises where women Entrepreneurs are doing business includes handloom, handicrafts, readymade garments, eatables, incense stick making, doll making, tailoring, embroidery in traditional sector, beauty parlour, restaurant, retail marketing, DTP and Xeroxing etc.

Meaning and Definition

An entrepreneur is a person having specific skill, ability, knowledge, awareness and self-confidence who bears the risk of operating a business in the face of uncertainty about the future conditions. The term "entrepreneurship" comes from the French verb "entreprendre" and the German word "unternehmen", both means to "undertake". The word "entrepreneur" was applied to business initially by the French economist Richard Cantillien, who describes as entrepreneur as a person who purchases the means of production for combining them into marketable products at profit motive in future. An entrepreneur is a person who starts an enterprise.

Definition

“Women who innovate initiate or adopt business actively are called women entrepreneurs.” Women entrepreneurship is based on women participation in equity and employment of a business enterprise.”- J. Schumpeter (Oct 28, 2013)

Functions of Women Entrepreneurs:

Women entrepreneur performs all the functions while establishing an enterprise. However, Federick Harbison has enumerated five entrepreneurial function of women entrepreneur as follows:

1. Exploration of the prospects of starting a new business enterprise,
2. Undertaking of risks and handling of economic uncertainties involved in the business.
3. Introduction of innovations or imitation of innovations.
4. Co-ordination, administration and control.
5. Supervision and leadership.

Challenges of Women Entrepreneurs

Recent surveys indicate that the gender gap in entrepreneurship persists at different levels and varying widely in India. Yet a quick scan of current research suggests that there are some commonalities as to the proximate and ultimate determinants of these differences:-

1. Access to financial resources

Even though the literature is not conclusive, a common challenge for women to establish and run a business is access and control over finance. Women entrepreneurs appear to have less access to external sources of capital than men when securing finances.

2. Inadequate training and access to information

One challenge often mentioned in research on women entrepreneurs in developing countries is that they enjoy a relatively low level of education and skill training. This, combined with a lack of career guidance, generally seems to limit their access to various publically and privately offered support services including business development services and information 252 on business growth. Others found that a lack of experience and skills also accounted for the fact that women entrepreneurs had a preference in industry orientation and thus were less well represented in industrial activities. In particular professional agencies have not been efficient in disseminating information to entrepreneurs, and that the training and assistance provided by support services do not meet the specific needs of women entrepreneurs. Similar challenges identified in other developing countries are a lack of access to ICTs, insufficient entrepreneurial and management skills, together with problems in finding the markets and distribution networks.

3. Work-family interface

Another more recently frequent mentioned challenge is the combination of the business with family responsibilities, which may undermine the success of the business. Women entrepreneurs indicate that they deploy several strategies to cope with the double workload and challenges deriving from combining business with family but while self-employment may provide flexibility. The amount of time spent caring for children are negatively related to success (as measured by self-employment duration). Furthermore, the location of the business at home may also undermine the legitimacy of the business as perceived by customers and creditors. Furthermore, some studies indicate that women strongly rely on support from husbands, partners, and relatives in order to successfully start and grow a business. Much more research is needed on the topic of coping strategies to combine business with family in general and specifically, on how to engage husbands and other family members in supporting women entrepreneurs in developing countries.

4. Women's safety and gender based violence

Others identify the issue of safety and protection of women entrepreneurs, especially those operating in the informal economy. Even though less documented in academic research, there are numerous stories of killings, harassment and rape of female vendors and micro-business owners. This results in stress, constant fear and not having the opportunity to freely choose your business location and time of opening hours which seriously limits the chances and choices of becoming a successful entrepreneur for women in some developing country.

5. Lack of societal support

Furthermore, research point out that normative constraints and societal attitudes based on cultural and religious beliefs in some countries are not supportive of the work of women in general or that of women in entrepreneurship in particular . In a variety of countries, the perception is that entrepreneurship is an appropriate career choice for men and not women, or only for the poor and not the educated, which in most cases are women. These perceptions are mostly based on the association of entrepreneurship with traditional male stereotypes.

6. Legal barriers and procedures

Varying across countries, the lack of government support in terms of policy, laws and services has been identified as a barrier for women entrepreneurs. Even though this varies greatly across countries, most research indicates that regulations, taxation and legal barriers can pose serious obstacles for running and starting a business. This may affect both men and women to a certain extent.

Opportunities for Women Entrepreneurs

- ❖ Education is a boon to mankind, while lack of education to a person is a bane now-a day. Throughout the world, we can observe that the ratio of women entrepreneurs is growing 253 tremendously. The emergence as well as development of women entrepreneurs is quite visible in India and their over-all contribution to Indian economy is also very significant.
- ❖ Today the role of Women entrepreneur in economic development is inevitable because women are entering not only in selected professions but also in professions like trade, industry and engineering.
- ❖ The industrial structure and the enterprises are undergoing a radical change. Information Technology has transformed the very technique of doing business. Individually, business ownership provides women with the independence they crave and with economic and social success they need. Nationally, business ownership has great importance for future economic prosperity. Globally, women are enhancing, directing, and changing the face of how business is done today. Ultimately, female business owners must be recognized for who they are, what they do, and how significantly they impact the world's global economy.
- ❖ Women should be considered as specific target group for all development programmes.
- ❖ Govt. should extend better educational facilities and schemes to women folk. Adequate training programs on management skills should be provided to women community. Encourage women's participation in decision making. Vocational training should be extended to women community to enable them to understand the production process and management.
- ❖ Training on professional competence and leadership skills should be extended to women entrepreneurs. Activities in which women are trained should focus on their marketability and profitability. State Finance Corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs. And lastly women's development corporation has to gain access to open-ended financing.

Status of Women Entrepreneurs in India

Nature has made a division of labour entrusting upon men and women different responsibilities for the betterment of the process of evolution. In this division of labour, the women have been endowed upon with the gift of motherhood and upbringing of the future generation. The women, the mother, have been the symbol of continuity of culture, tradition and religion, being the binding force of the family system. Quality of life has depended upon how well or how badly the women have performed this duty of hers. Gradually, women withdrew to the four walls of the home for the care of the children, while man worked outside, foraging for food. With the advance of science and technology, a certain amount of change has come about. An increasing number of women want to participate in the economic activities of the nation. Thus we find the emergence of women entrepreneurs. A woman entrepreneur is a person who is an enterprising individual with an eye for opportunities, and an uncanny vision, commercial acumen, with tremendous perseverance and above all a person who is willing to take risks with the unknown because of the adventurous spirit she possesses.

Problems faced by Women Entrepreneur in India

Women entrepreneurs face a series of problems right from the beginning till the enterprise functions. Being a woman itself poses various problems to a woman entrepreneur, the problem of Indian women pertains to her responsibility towards family, society and her work. The tradition, customs, socio cultural values, ethics, motherhood subordinates to her husband and men, physically weak, hard work areas, feeling of insecurity, cannot be tough etc are some peculiar problems that the Indian women are coming across while they jump into entrepreneurship. Women in rural areas have to suffer still further. They face tough resistance from men. They are considered as helpers. The attitude of society towards her and constraints in which she has to live and work are not very conducive. Besides the above basic problems the other problems faced by women entrepreneurs are as follows:

1. 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 burdened with family responsibilities like extra attention to husband, children and in laws which take away a lot 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 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 hinder 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 suffer 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 competition:

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 organized 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 organizational working.

12. Limited managerial ability:

Management has become a specialized job which only efficient managers perform. Women entrepreneurs are not efficient in managerial functions like planning, organizing, 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 a 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 results 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.

Woman Entrepreneur Empowerment in India

Women have survived so far. They weren't killed before they could take their first breath, they weren't asked to stop studying and they had the freedom to dream and to follow their dreams. But does that mean they are really empowered? Empowering women is giving the right to be on the streets, allowing the same access hours. It's not chastising and not feeling that we need to be taken care of and to be helped. When it comes to choosing to drop a friend off at her house, waiting outside for the light to switch on at her window and on the other hand to not assume that the girl is an idiot who cannot see herself home, she asked the audience to choose who would be a better friend And defying the popular answer, she chose the latter. Being women, she tend to assume that she need protection, that she is not strong enough or brave enough to stand up alone. But women need to get their identity right and understand that they don't have to be protected, that they can be smart, beautiful and independent...all at the same time. There are quite a few differences between men and women when it comes to entrepreneurship. Men mostly become entrepreneurs with the end aim being to make money. Women tend to create something to make a positive impact on the world. Women bring to the table a specific skill set, be it stronger communication skills or better listening skills. Typical women entrepreneurs tend to be a little risk averse, aiming at slow and steady growth, also tending to help empower other women in the process. Bridging skill gaps, social and cultural gaps...letting a woman know that she is in no way

inferior to others, all of this will help ensure empowerment of women and this help make the women entrepreneur more empowered.

List for women entrepreneurs

- ❖ Control
- ❖ Confidence
- ❖ Courage
- ❖ Creativity
- ❖ Conviction
- ❖ Clarity
- ❖ Contribution
- ❖ Connections
- ❖ Commitment.

These all are the traits which are needed for successful women entrepreneurs.

How to Become a Successful Business Woman (Entrepreneur)

- ❖ Believe in yourself
- ❖ Have a strong mission
- ❖ Prepare your mindset
- ❖ Be willing to fail
- ❖ Start a business
- ❖ Increase your business skills
- ❖ Understand your business to the core
- ❖ Manage your time effectively
- ❖ Take care of your customers
- ❖ Stick to the process

Suggestions

- Govt. should provide separate financial fund of women's entrepreneur.
- We should provide her special infrastructure facilities whatever she needs.
- Govt. should arrange special training programmes of women entrepreneurship
- Govt. should felicitate top ranked women's entrepreneur.
- Women entrepreneur should more competitive and efficient in the local & International market.
- Use should invite successful women entrepreneurs from foreign countries.

Conclusions

Women entrepreneurs have become a strong driving force in today's corporate world. Even though women entrepreneurs faced so many problems in aspects of financial, marketing, health, family, and problems. Some guidelines should be given by the govt. and the financial institution to the women entrepreneur at time to time. What women need for enterprises little training, some financial support and motivation at all levels-home, the society and the government. Its hope that suggestion forwarded in the article will help the entrepreneurs in particular to look this problems and develop better schemes by the govt.

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A STUDY ON WOMEN ENTREPRENEURS PROBLEMS IN INDIA

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Abstract

The role of women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. Resurgence of entrepreneurship is the need of the hour emphasizing on educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field, making them realize their strengths, and important position in the society and the great contribution they can make for their industry as well as the entire economy. Women owned businesses are highly increasing in the economies of almost all countries. In India, although women constitute the half of the total population, the entrepreneurial world is still a male dominated one. Women in advanced nations are recognized and are more prominent in the business world. But the Indian women entrepreneurs are facing some major constraints. Development of women entrepreneurship is an essential part of human resource development. Compared to other countries the development of women entrepreneurship is very low in India, especially in the rural areas. Income generating activities are not merely viewed as a tool for economic needs of women. It is equally a powerful instrument to enable women to determine their own lives. Women are culturally well equipped to run their business due to skill developed through managing households, raising children etc. Therefore, shift from family management to enterprise management may be easier than a shift from paid employment to self-employment. This article focuses on the nature and status of women entrepreneurs in India. In the next part the problems of women entrepreneurs encountered and in last part some government schemes supporting to women entrepreneurs and suggestive measures to overcome the problems women entrepreneurs in India.

Keyword: *Entrepreneurship development, EDP, Women Entrepreneur, Entrepreneurship, Problems, Government Schemes, Measures*

Introduction

A women entrepreneur is “An enterprise owned and controlled by a women having a minimum financial interest of 51 percent of capital and giving at least 51 percent of the employment generated by the enterprise to women (Government of India).” Therefore, a women entrepreneur is a woman or group of women who initiate, organize and run a business enterprise. Women entrepreneurship is the process where women organize a business or industry and provide employment opportunities to others. A small enterprise is one where the investment limit does not exceed rupees five core. Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Entrepreneurship among women is an important avenue through which women can overcome their subordination within the family and the society as a whole. Therefore, development of entrepreneurship among women has received special attention of the policy makers. The new industrial policy has stressed the need for conducting special Entrepreneurial Development Programme (EDPs) for women, creates entrepreneurial awareness among them. Besides this, today, a network of institutions exists in the country to promote women entrepreneurship. Women owned businesses are highly increasing in the economies of almost all countries. In India, women constitute around 48 percent of the population but their participation in the economic activities is only 34 percent. The entrepreneurial world is still a male dominated one. Entrepreneurship is one of the important factors of industrialization playing an important role in the economic development of a country. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities.

Research Objectives

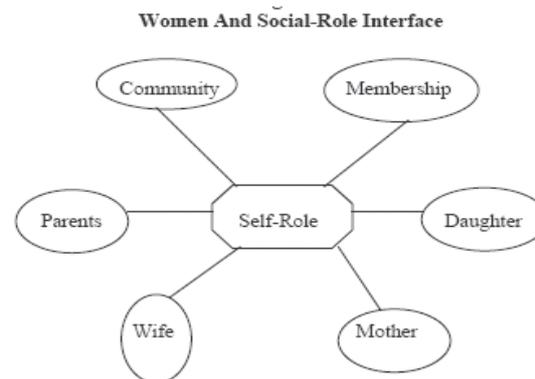
The main objectives of the present study are:

- To study the role of women entrepreneurs in India
- To study the nature of women entrepreneurs in India.
- To find out the problems encountered by women entrepreneurs.
- To review policies and schemes for women entrepreneurs in India
- To suggest the measures for success of women entrepreneurs in India.

Role of Women Entrepreneurs

The following chart explains the role of women entrepreneurs

Role of Women Entrepreneurs



The Nature Status of Entrepreneurship in India

Over the centuries, the notion of ‘entrepreneur’ and ‘entrepreneurship’ has been used in various senses. Conventionally, entrepreneurship has been considered as an inborn trait of the individual. In the Middle Ages entrepreneur was a ‘person who was active and got things done’. In the 16th Century it describes those who risked their lives and fortunes in Wars. In 17th and 18th century it denotes those who risked their wealth in a business enterprise or financial contracts. Women entrepreneurs are key players in any developing country particularly in terms of their contribution to economic development. Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others also. However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face many problems in starting and growing their businesses even though there are some successful names in women entrepreneurship in India. Successful women entrepreneurs consider their problems as a step to success and innovation. They take these problems as a challenge and face it boldly, instead of running away from it. Indira Nooyi, Kiran Mazumdar shaw, Naina Lal Kidwai, Vaidya Manohar Chhabria, Neelam Dhawan, Shahnaz Husain, Lalita Gupte, Ekta Kappor are some names of successful women in their respective fields. Following table shows women entrepreneurship in India.

Table 1.1 Women Entrepreneurship in India

S.No	States	No. of units Registered	No. of women Entrepreneurs	Percentage
1	Tamil Nadu	9618	2930	30.36
2	Gujarat	3872	1538	39.72
3	Karnataka	3822	1026	26.84
4	Kerala	5487	2135	38.91
5	Maharashtra	4339	1394	32.12
6	Madhya Pradesh	2967	842	28.38
7	Punjab	4791	1618	33.77
8	Uttar Pradesh	7980	3180	39.84
9	Other States & UTS	14576	4185	28.71
TOTAL		57,452	18,848	32.82

Source: MSME Census Reports

It is clear from the above mentioned table 1.1 reveals that there are 18,848 women entrepreneurs in India, Uttar Pradesh rank first with 39.84 per cent followed by Gujarat with 39.72 per cent. Kerala, Punjab and Maharashtra are some other states having good number of women entrepreneurs. Overall percentage of women entrepreneurs in India is 32.82 %. There is a need of increase in women entrepreneurship in India.

Associations of Women Entrepreneurs

With the growth of Entrepreneurship in the country a few associations of women Entrepreneurs have emerged to work for and to create a congenial atmosphere for the development of Entrepreneurship in urban and rural areas. These associations are:

- Women Entrepreneurs wing of National Alliance of young Entrepreneurs.
- Association of Women Entrepreneurs of Karnataka.
- Self-Employment Women Association of Ahmedabad.
- Indian Council of Women Entrepreneurs, New Delhi.
- FICCI Ladies Organization
- National Standing Committee on Women Entrepreneurs.
- Women Entrepreneurs Association of Tamilnadu.

Women Empowerment and Planning Process in India

The all round development of women has been one of the focal point of planning process in India. 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. In the Second Five-Year Plan (1956-61), the empowerment of women was closely linked 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-specific programmes. 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 lays down six monitorable targets (1) Raise the sex ratio for age group 0-6 from 927 in 2001 to 935 by 2011-12 and to 950 by 2016-17; (2) Ensure that at least 33% of the direct and indirect beneficiaries of all government schemes are women and girl children; (3) Reduce IMR from 57 to 28 and MMR from 3.01 to one per 1000 live births; (4) 51 Reduce malnutrition among children of age group 0-3 to half its present level; (5) Reduce anaemia among women and girls by 50% by the end of the Eleventh Plan; and (6) Reduce dropout rate for primary and secondary schooling by 10% for both girls as well as boys." (See Appendix).

Problems Encountered by Women Entrepreneurs in India

Women entrepreneurs encounter two sets of problems, viz, general problems of entrepreneurs and problems specific to women entrepreneurs.

These are discussed as follows:

- **Problem of finance:** Finance is regarded as “life blood” for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. **Firstly**, women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. **Secondly**, the banks also consider women less credit- worthy and discourage women borrowers on the belief that they can at any time leave their business. Given such situation, women entrepreneurs are bound to rely on their own savings, if any and loans from friends and relatives who are expectedly meager and negligible. Thus, women enterprises fail due to the shortage of finance.
- **Scarcity of raw material:** Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs. Added to this are the high prices of raw material, on the other. The failure of nay women co- operatives in 1971 engaged in basket making is an example how the scarcity of raw material sounds the dearth- knell of enterprises run by women.
- **Stiff Competition:** Women entrepreneurs do not have organization set- up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.
- **Limited Mobility:** Unlike men, women mobility in India is highly limited due to various reasons. A single woman asking for room is still upon suspicion. Cumbersome exercise involved in starting an enterprise coupled with the officials humiliating attitude towards women compels them to give up an idea of starting an enterprise.
- **Family Ties:** In India, it is mainly a woman’s duty to look after the children and other members of the family. Man plays a secondary role only. In case of married woman, she has to strike a fine balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for business. Support and approval of husbands seem necessary condition or women’s entry in to business. Accordingly, the educational level and family background of husbands positively influence women’s entry into business activities.
- **Lack of Education:** In India, around three- fifths (60%) of women are still illiterate illiteracy is the root cause of socio- economic problems. Due to the lack of education and that too qualitative education, women are not aware of business, technology and market knowledge. Also, lack of education cases low achievement motivation among women. Thus, lack of education creates problems for women in the setting up and running of business enterprises.
- **Male dominated Society:** Male chauvinism is till the order of the day in India. The constitution of India speaks of equality between sexes. But, in practice women are looked upon as **able i.e.** weak in all respects. Women suffer from male reservations about a women’s role, ability and capacity and are treated accordingly. In nutshell, in the male dominated Indian society, women are not treated equal to men. This in turn, serves as a barrier to women entry into business.
- **Low Risk- Bearing Ability:** Women in India lead a protected life. They are less educated and economically not self- dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk bearing is an essential requisite of a successful entrepreneur. In addition to above problems, inadequate infra structural facilities, shortage of power, high cost of production, social attitude, low need for achievement and socio- economic constraints also hold the women back from entering into business. Indian women entrepreneurs are facing major problems like, financial assistance, lack of confidence in their strength and competence, socio-cultural barriers, market- oriented risks, motivational factors, knowledge in Business administration, awareness about the financial assistance, exposed to the training programs, identifying the available resources and problems at family level. Some problems faced by women entrepreneurs in India are as follows.

Policies and Schemes Initiated by the Government towards Women Entrepreneurs in India

Development of women has been a policy objective of the government since independence. Women were given priorities in all the sectors. Government and non government bodies have paid increasing attention towards women contribution through self employment and

industrial ventures. In India, the Micro, Small & Medium Enterprises development organizations, various State Small Industries Development Corporations, the nationalized banks and even NGOs are conducting various programmes to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. There are several 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. In addition to this there are certain special incentives and concessions for women entrepreneurs. At present, the Government announces many schemes for women entrepreneurs in India. Some of these are as follows.

- Integrated Rural Development Programs (IRDP), Training of Rural youth for self-employment (TRYSEM) etc. were started to alleviate poverty. 30-40% reservation was provided to women under this scheme.
- Prime minister Rojar Yojana and EDPs were introduced to develop entrepreneurial qualities among rural women.
- 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.
- The Ministry of small Industries launched 'Trade Related Entrepreneurship Assistance and Development' (TREAD) scheme to develop women entrepreneurs across the country, in rural, semi-urban and urban areas by developing entrepreneurial qualities and skills.
- The government introduced two schemes - 'Swarna Jayanti Gram Swarozgar Yojana, and Swaran Jayanti Sahakari Rozgar Yojana' to encourage women to start their own business ventures and to provide reservations for women.
- State Industrial and Development Bank of India (SIDBI) introduced a number of schemes to assist the women entrepreneurs, viz., Mahila Udyam Nidhi, Micro Credit Scheme for Women, Mahila Vikas Nidhi, Entrepreneurship Development Programmes for women, and Marketing Development Fund for Women.
- The government too initiated two schemes for training women entrepreneurs through specialized institutions, especially, towards self-employment - Support for Training and Employment Programme of Women (STEP) and Development of Women and Children in Rural Areas (DWCRA).
- Special strategy for the Women Component Plan was formulated to ensure that at least 30% of funds and benefits flow to women from all development sectors. Self-help groups were devised as a mark of the beginning of empowering women.
- During the Eleventh Plan, it was planned to revamp the scheme for skill development of women, Support to Training and Employment Programme (STEP), and to integrate it with two schemes - Swayamsidha, an existing scheme for holistic empowerment of women through SHGs, to ensure adequate outlay and Rashtriya Mahila Kosh for credit Linkages. Enabling participation of women entrepreneurs in 25 international exhibitions was scheduled to provide them marketing incentives.
- The Schemes promoting women empowerment/ entrepreneurship for the XII Plan period include Support to Training and Employment Programme (STEP), priyadarshini Scheme, Micro-Credit Scheme of Rastriya Mahila Kosh. The national mission for Empowerment of Women (NMEW) was launched on 8th March 2010 with a view to empowering women socially, economically and educationally.

Suggestions

It is clear that even though there are sufficient schemes and support from government for the development of women entrepreneurs, they are not stepping forward to take benefit of it. Here are some suggestive measures, to solve the problems faced by them and for running their enterprise smoothly.

- Based on this study, the researcher recommends that Government should design specific training programmes to impart latest technologies and skills for self-development.
- As a motivational measure, educational institutions may be given the duty of identifying potential entrepreneurs and recommend the same to the Government to issue financial assistance.

- Success stories of women entrepreneurs from varied back- grounds should be popularized through various media.
- Education is a must to inculcate the spirit of equality in Women.
- Women must be encouraged to actively participate in debates/seminars/conferences and should be told that there is no shortcut to success; particularly the Entrepreneurial path requires sacrifice, diligence and devotion.
- Inclusion of Entrepreneurship development as a compulsory subject in the school curriculum itself. Guidance and counseling cells in Universities and Colleges also need to be established for educating women about the benefits of an Entrepreneurial career.
- Training centers should provide training to prospective women Entrepreneurs free of cost and Entrepreneurial development programmes should be much more practical-oriented.
- Inculcation of self-confidence amongst women that they also can run a business should be one of the prime motives of these programmes.
- Potential women Entrepreneurs should be exposed to different types of emerging opportunities.
- There should be a continuous attempt to inspire, encourage, motivate and cooperate women entrepreneurs.
- An Awareness programme should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.
- Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improvise their over-all personality standards.
- Organize training programmes to develop professional competencies in managerial, leadership, marketing, financial, production process, profit planning, maintaining books of accounts and other skills. This will encourage women to undertake business.
- Vocational training to be extended to women community that enables them to understand the production process and production management.
- Educational institutes should tie up with various government and non-government agencies to assist in entrepreneurship development mainly to plan business projects.
- International, National, Local trade fairs, Industrial exhibitions, seminars and conferences should be organized to help women to facilitate interaction with other women entrepreneurs.
- Women in business should be offered soft loans & subsidies for encouraging them into industrial activities. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
- Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
- Provide business training to women.
- Provide guidance in balancing family work responsibilities.
- Amounts loan are frequent short duration and charge nominal rate of interest.

Conclusion

The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The glass ceilings are shattered and women are found to be indulged in every line of business from papad to power cables. Even though we have many successful Women Entrepreneurs in our country, but as we have a male dominated culture there are many challenges which women entrepreneurs face from family & Society. Even though we have many successful women entrepreneurs in our country, still the situation is disappointing one. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and special 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. From these suggestions it is quite visible that for development and promotion of women entrepreneurship, in the region, there is a need for multi dimensional approach from different sector, namely from the government side, financial institutions, individual women entrepreneurs

and many more, for a flexible integrated and coordinated specific approach. The principal factor in developing entrepreneurship among women is not in terms of infrastructure or financial assistance or identifying an enterprise but it is a question of clearing the ground for their movement into entrepreneurship. Though there are several factors contributing to the emergence of women as entrepreneurs, the sustained and coordinated effort from all dimensions would pave the way for the women moving into entrepreneurial activity thus contributing to the social and economic development of the members of the family and thereby gaining equality and equal importance for themselves.

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RURAL ENTREPRENEURSHIP IN INDIA

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Concept of Rural Entrepreneurship

Defining entrepreneurship is not an easy task. To some, entrepreneurship means primarily innovation, to others it means risk-taking? To others a market stabilizing force and to others still it means starting, owning and managing a small business. An entrepreneur is a person who either creates new combinations of production factors such as new methods of production, new products, new markets, finds new sources of supply and new organizational forms or as a person who is willing to take risks or a person who by exploiting market opportunities, eliminates disequilibrium between aggregate supply and aggregate demand or as one who owns and operates a business.

Rural Entrepreneurship

The problem is essentially lopsided development which is a development of one area at the cost of development of some other place, with concomitant associated problems of underdevelopment. For instance, we have seen unemployment or underemployment in the villages that has led to influx of rural population to the cities. What is needed is to create a situation so that the migration from rural areas to urban areas comes down. Migration per se is not always undesirable but it should be the minimum as far as employment is concerned. Rather the situation should be such that people should find it worthwhile to shift themselves from towns and cities to rural areas because of realization of better opportunities there. In other words, migration from rural areas should not only get checked but overpopulated towns and cities should also get decongested. If it is so, ways can always be found out. One is by forcibly stopping villagers from settling in the slums of towns and cities, making use of all powers to clear the slums so the villagers are forced to go back. But such practices have not achieved the desired results in the past. Apart from causing suffering to the poor people and adding to the expenditure of the Government, social tensions and economic hardships created by the government officials and their staff in every demolition of slums is not desirable from a sane government. Moreover, when a slum is demolished people do not move out of urban localities. They only relocate to a nearby place because they are entrenched in the economy of the town or city. Though governments have tried out various schemes for generating incomes in the rural areas such as government initiatives have not stopped people from moving out of villages to cities. This is because such government initiatives are not on their own capable of enabling people to earn adequately and ameliorate their conditions. There has to be some committed enterprising individual or a group of people.

Rural Entrepreneurship in India

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. Despite all the inadequacies in rural areas one should assess their strengths and build on them to make rural areas places of opportunities. This is much to do with the way one sees the reality of the rural areas. The way a survivor or job seeker would see things would certainly be different from those who would like to do something worthwhile and are ready to go through a difficult path to achieve their goals. It isn't that there is a dearth of people with such a mindset. But with time they change their minds and

join the bandwagon of job seekers due to various compilations. Enabling them to think positively, creatively and Entrepreneurship purposefully is most of the development of rural areas. Young people with such perspective and with the help of rightly channelized efforts would usher in an era of rural entrepreneurship.

Effect of Globalization on Rural Entrepreneurship

Since globalization is a macro-concept and rural entrepreneurship is a micro-concept, occurring in a very limited area, it is very difficult to establish causal linkages, or to quantify the specific effects of globalization on rural entrepreneurship. However, it is possible to identify a range of different channels through which various aspects of globalization can be expected to change the welfare of rural entrepreneurship in India.

Productivity and efficiency effect

Globalization is often said to result in higher productivity, due to the access to global markets, abilities to specialize, and to take advantages of economies of scale and scope. Exposure to the global competition can result in high levels of productivity and efficiency. However, it is less crucial for large economies like India. Again, the potential gains to rural entrepreneur are also large, because globalization enhances countries' abilities to exploit comparative advantages arising from differing natural and ecological conditions. At the level of national policy, these arguments seem to favour globalization. Still, it is very easy to see how the rural entrepreneur could still lose out. This is true in most case duet the lack of affordable facilities in rural areas. There are many other factors which place rural entrepreneurs at a disadvantage. Most of them, lack access to the technologies and market information that would enable them to comply with quality specifications and effectively respond to emerging opportunities. They rarely have access to credit and the other financial services necessary to compete in the modern world. Many face high transportation and input costs that further reduce their ability to compete.

Economic growth effect

The effect of globalization on rural enterprises depends upon the changes in GDP and changes in income distribution. The evidence suggests that the rural entrepreneur overall are substantially included as beneficiaries from economic growth. However, the extent of inclusion varies internationally. Growth might be expected to specifically benefit the rural entrepreneur to the extent that the agricultural sector is included in the economic expansion. In fact, there is little evidence that trade expansion in India has actually taken this form.

Technological effect

Transfer of technology is one of the prominent features of globalization and one of the major reasons for predicting improved growth. Many formerly small rural entrepreneurs saw major improvements in their businesses, but the improvements were in a very limited area and to a very limited number of entrepreneurs. The focus today is on the potentials and dangers of biotechnology. In principle, the benefits here too may be large. The benefits may be from raising productivity, reduced risks of drought and pests, as well as lower food prices. Biotechnology research has been more relevant to the problems of high-income countries. The benefits tend to be specific to particular environments, conditions or markets. As mall number of multinational corporations is also carrying out much of the research. There has been a general focus upon the problems of rural entrepreneurs in rich countries, with little attention being paid to developing countries' like India's basic food crops and the problems of their small farmers.

Distributional Effect

It is not possible to gauge the overall effect of globalization on the level of inequality; the effect on women entrepreneur in rural area is less ambiguous. Many rural women entrepreneurs are hampered from benefiting from the changes arising from globalization. They have less access than men to education and training, less time to devote to productive activities, less command over important resources such as land, credit and capital. Income developing countries, the sexual division of labor precludes women from income derived from cash crops.

Transformational and insecurity effect

Globalization is generally associated with the accelerated pace of change in economic life and increased competitive pressures. This requires a speedy adaptation, which may simply be outside the range of those with few modern skills or other assets. As indicated earlier, globalization is linked to increased specialization, but this, for all its advantages, increases risks for rural entrepreneurs by pushing them to 'play all their cards'. These factors are further compounded by the transformational and insecurity effect due to volatile environment. Greater financial interdependence amongst national economies, resulting from globalization, has the effect of transferring or spreading shocks from one nation to another. The enormous cross-border movements of highly mobile financial capital and the difficulties of regulating this have resulted in the tendency for financial shocks to spreading around the world. Many of these shocks coming from the rest of the world hit the urban sector hardest. Still, there are a number of channels through which the effect is transferred to the rural enterprises

Challenges faced by Rural Entrepreneurship in India

Family Challenges: Convincing to opt for business over job is easy is not an easy task for an individual. The first thing compared is - Will you make more money in the business of your choice or as a successor of family business. This is where it becomes almost impossible to convince that you can generate more cash with your passion than doing what your Dad is doing.

Social Challenges: Family challenges are always at the top because that is what matter the most but at times social challenges also are very important.

Technological Challenges: Indian education system lags too much from the Job industry as a whole but then it lags even more when it comes to online entrepreneurship. What technology would be ideal and how to use that technology effectively?

Financial Challenges: (Difficulty in borrowing fund): Financial challenges are a lot different in India especially for online entrepreneurs. When you are starting out as an entrepreneur you don't opt for venture funding but try to go to funding for small to medium business people. Many such non-technical business people don't understand the online business models as a whole and so getting an initial business funding from them becomes challenging.

Policy Challenges: Now and then there is lots of changes in the policies to change in the government. Problems of TRIPS and TRIMS. Problems of raising equity capital, Problems of availing raw-materials, Problems of obsolescence of indigenous technology Increased pollutions Ecological imbalanced. Exploitation of small and poor countries etc.

Opportunities

- Free entry into world trade.
- Improved risk taking ability.
- Governments of nations withdrawn some restrictions
- Technology and inventions spread into the world.
- Encouragement to innovations and inventions.
- Promotion of healthy completions among nations
- Consideration increase in government assistance for international trade.
- The establishment of other national and international institutes to support business among the nations of the world.
- Benefits of specialization.
- Social and cultural development

Conclusion

The entrepreneur with his vision and ability to bear risk can transform the economic scene of the country. They play a vital role in initiating and sustaining the process of economic development of a nation. The overall aim of an entrepreneurial development programme is to stimulate a person for adopting entrepreneurship as a career and to make him able to identify and exploit the opportunities successfully for new ventures.

EMPLOYEE ENGAGEMENT – KEY TO SUCCESSFUL HUMAN RESOURCE MANAGEMENT

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Abstract

Employee Engagement is a measurable degree of an employee's positive or negative emotional attachment to their job, colleagues and organization that profoundly influences their willingness to learn and perform at work. Engaged employees care about the future of the company and are willing to invest discretionary effort. Employee engagement is derived from studies of morale or a group's willingness to accomplish organizational objectives which began in the 1920s. The value of morale to organizations was matured by US Army researchers during WW II to predict unity of effort and attitudinal battle-readiness before combat. Employee engagement happens only when you remove barriers to work, and those barriers are unique to every work group. We often think that super important corporate initiatives will transform our organizations into places where everyone will come to work and want to be more engaged.

Introduction

Employee engagement is defined as “the harnessing of organization members’ selves to their work roles; in engagement, people employ and express themselves physically, cognitively, and emotionally during role performances.” Employee Engagement is a measurable degree of an employee's positive or negative emotional attachment to their job, colleagues and organization that profoundly influences their willingness to learn and perform at work. Engaged employees care about the future of the company and are willing to invest discretionary effort. Employee engagement is the emotional commitment the employee has to the organization and its goals. This emotional commitment means engaged employees actually care about their work and their company. They don't work just for a pay check, or just for the next promotion, but work on behalf of the organization's goal. Employee Engagement is the means or strategy by which an organization seeks to build a partnership between the organization and its employees. Employee engagement creates greater motivation within employees for the work they do and increases their commitment to the organization. An engaged employee works with colleagues to improve performance within the job for the benefit of the organization. When employees are effectively and positively engaged with their organization, they form an emotional connection with the company. It is about creating an enthusiasm for their roles, their work and the organization, and ensuring they are aligned with the values of the organization, well informed and well integrated with their colleagues and the fabric or culture of the organization.

Emergence of employee engagement

Employee engagement is derived from studies of morale or a group's willingness to accomplish organizational objectives which began in the 1920s. The value of morale to organizations was matured by US Army researchers during WW II to predict unity of effort and attitudinal battle-readiness before combat. Thus the birth of the term "employee engagement" which is an individual emotional phenomenon whereas morale is a group emotional phenomenon of similar characteristics. The Gallup Organization conducted studies on employee engagement from the mid to late 1980s and published their results in a very popular book, “**First, Break All the Rules**” (Ferguson). Gallup's book arguably introduced the concept to the global market. The first

published use of the term *employee engagement* was in the Academy of Management Journal article "Psychological Conditions of Personal Engagement and Disengagement at Work" (W. Kahn, 1990), since the early 1990s other consulting firms and research organizations have followed suit doing research and created their own hypotheses concerning employee engagement

Need For Employee Engagement Initiatives

A key attraction for the young generation in today's workplace is approachability of senior managers. Employee commitment and engagement are measured by three primary behaviours - **Say, Stay and Strive**. 'Say' is evidently achieved if the employee consistently speaks positively about the organization to co-workers and refers potential employees and customers. 'Stay' refers to the employee's intensive desire to be a member of the organization, despite opportunities to work elsewhere. 'Strive' indicates an extra effort and behaviour that contribute to business success. A high-performance workforce is made up of engaged employees who exhibit the following attributes:

- Individuals and teams who are more than simply satisfied or committed
- Who willingly put into their work a level of effort (beyond the minimum required)
- Who help their organisation achieve superior results

Employee engagement happens only when you remove barriers to work, and those barriers are unique to every work group. We often think that super important corporate initiatives will transform our organizations into places where everyone will come to work and want to be more engaged. Corporate initiatives can't make magic happen. That's why all those other HR fads did not work in the past. That's why employees wait for the latest fads fail. Corporate initiatives live out their life and then go away.

Categories of Employee Engagement

- **Engaged**
Sustain the level of engagement in the long-term. Recognize and groups ability to influence and motivate others.
- **Almost engaged**
They are highly employable, more open to offers from other firms than the engaged .Group and would also have a deep impact on performance should they leave or otherwise slip into a lower level of engagement. These employees have the shortest distance to travel to reach full engagement.
- **Honeymooners**
Are new to the organization or their role - and happy to be there. The "honeymoon" phase typically lasts 12 to 18 months during which satisfaction is high but people are still to find their stride and understand how to contribute fully to the organization's goals.
- **Hamsters**
Are more tenured individuals who may perceive themselves as contributing strongly, but are in effect "spinning their wheels" - going nowhere, contributing little to the success of the organization. Some may even be hiding out curled up in their cedar shavings ("retired in place"). They are very satisfied with their position and are less likely to leave.
- **Crash & Burn**
Disillusioned and potentially exhausted, these employees are top producers but are growing bitter due to a lack of personal satisfaction. They are sometimes bitterly vocal that that senior management are making bad decisions or that colleagues are not pulling their weight. If left alone, they are likely to slip down the contribution scale to become disengaged - bringing down those around them. They may leave but are more likely to stop working hard
- **The Disengaged**
Most disengaged employees didn't start out as bad apples, but they have become the most disconnected to organizational priorities and are not getting what they need from work. Mostly sceptical of any organizational initiative or communication, they are more likely to indulge in contagious negativity. If left alone, people in this group are likely to continue collecting a pay check but contribute minimally

Ten C's of Engagement

1. **Connect:** the extent to which management convey that it cares for and values the employees.
2. **Career:** the extent to which the management provides to the workers work that is 'challenging and meaningful' and fostering one's career growth.
3. **Clarity:** the extent to which the goals, rules and the organizational operations are transparent and understood by the employee.
4. **Convey:** the extent to which the management communicates goals and provides feedback.
5. **Congratulate:** the extent to which good performance brings praise and recognition.
6. **Contribute:** the extent o which one's contribution to the 'success and future' of the company is understood.
7. **Control:** the extent to which the management allows the worker to participate in decision making and drive initiatives.
8. **Collaborate:** the extent to which the organization upholds team work over pursuance of self-interest.
9. **Credibility:** the extent to which the management demonstrates transparency and high ethical standards.
10. **Confidence:** the extent to which the organization demonstrates high ethical and performance standards, creating a sense of positive identification among the employees.

Employee Engagement Initiatives

Employee engagement initiatives take many forms including:

- Internal communications (newsletters, blogs, employer branding)
- Surveys (where you survey the level of engagement of your workforce)
- People development
- Games
- Team building events

These and many other activities try to connect the hearts and minds of employees with the values and vision of the company. All of these initiatives without doubt offer value (some more than others), but the real key to employee engagement (and retention), which has been proven time and again, is only through the relationship or bond between employee and manager. Just as an inspirational teacher can have a life-changing effect on a student's performance, an inspirational manager can get the very best performance from their employees

Conclusion

Employee Engagement is a positive attitude held by the employees towards the organization and its values. It is rapidly gaining popularity, use and importance in the workplace and impacts organizations in many ways. Employee engagement emphasizes the importance of employee communication on the success of a business. An organization should thus recognize employees, more than any other variable, as powerful contributors to a company's competitive position. Therefore employee engagement should be a continuous process of learning, improvement, measurement and action.

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PROBLEMS AND CHALLENGES OF THE ENTREPRENEURS

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Abstract

The Government of India and authorities concerned have been encouraging entrepreneurship in general the young entrepreneurs in particular. The entrepreneur makes an attempt to mobilize all the resources required for starting a venture. While starting the venture, the entrepreneurs are forced to face a number of problems. The present paper attempts to identify the major problems faced by the entrepreneurs. The most important problems faced by entrepreneurs while starting business in India are bureaucracy, corruption, labour, regional sentiments, grey market and counterfeit goods and social capitals.

Introduction

An entrepreneur is one who organizes, operates and assumes the risk of a business venture. The intensity of the challenge to promote an entrepreneurship culture as well as to evolve new enterprises in a sustainable and competitive fashion varies between countries. Starting a business and becoming an entrepreneur is exciting it is also terrifying. While starting a new business entrepreneurs face so many challenges; such as instability, stress, negative mindset, overwhelming feelings, lack of support, feelings of wanting to give up, growing a business, problems of raw material, problems relating to marketing, outdated technology, lack of infrastructural facilities, lack of skilled labors etc. In order to conduct an efficient business an entrepreneur must overcome the challenges. The main objectives of the study are to identify the challenges faced by the new entrepreneurs and to analyze the measures to overcome them.

Problems Faced by the Entrepreneurs

The major problems faced by the entrepreneurs are as follows;

Bureaucracy

The word bureaucracy comes from the French word bureau, which refers to an 'office' and the Greek suffix kratos, which means 'power' or 'rule.' So, bureaucracy refers to the 'rule of the office.' Max Weber is one of the most influential social thinkers to have studied bureaucracy in detail. According to Weber, some of the main characteristics of bureaucracy are as follows:

- i. Official business is conducted on a continuous basis.
- ii. Official business is conducted according to written rules.
- iii. Roles and responsibilities are defined within a hierarchy, with rights of supervision and appeal.
- iv. Official and private business and income is strictly separate.

Public offices are set up for the good of the people and the officials manning the posts are referred to as public servants. But, if left unchecked, these public officials can become self-serving and corrupt. Firstly, there are a large number of procedures to be followed and clearances to be obtained to start and operate a business. Secondly, each of these procedures can take an inordinately large amount of time. Procedures are established to safeguard the interest of the common man. But, sometimes, the rules and regulations stop serving the purpose they were designed for. Rules become tyrannical in nature and an enormous wasted effort is directed towards compliance with rules and regulations. Lack of resources is one of the major problems faced by entrepreneurial firms. In this situation, new ventures find it extremely taxing to divert time and attention to time-taking procedural issues.

Corruption

While under no circumstances, corruption can be justified, it is a bitter truth that it is rampant in many government departments. Even private sector is not spared by it. We have to make a collective effort to curb this social evil. As it hampers growth of the business, it is a challenge for budding entrepreneurs. Sometimes, people pay money to just hasten processes and do not ask for any undue favours. According to Kauffman and Wei (1999), in an environment in which bureaucratic burden and delay are exogenous, an individual firm may find bribes helpful to reduce the effective red tape it faces. For example, the bank is not releasing money even though it has sanctioned release of funds. There might be some official who has raised an unwarranted objection. In such cases, some people are tempted to grease the palms to get things flowing.

Some people also pay bribes to get something beyond the scope of what is fairly due to them, for example paying bribe to get money released from bank even though the paperwork is not in order. Sometimes, this is carried to a ridiculous extent such as paying money to ensure that the competitor's funds are not released from the bank. Many entrepreneurs have experienced a higher degree of corruption among employees of large private-sector companies than in the government. How you prefer to deal with corruption is your personal choice. There are some entrepreneurs who have taken the difficult path and have played it by the book. Many entrepreneurs have chosen the middle path and have given in to corruption in some instances but later have fought vehemently against it and succeeded. There are also some dangerous entrepreneurs who use their access to corrupt officials as a competitive edge. But, such practice does not give them success in the long run.

Corruption has also spawned a business of 'consultants' whose only activity is to mediate between the corrupt officials and those seeking favours from them. Some entrepreneurs use them to secure funding from banks, get approvals for constructions and for periodic submissions relating to labour laws, taxes, and industrial approvals. The situation is now changing rapidly and there is hope that corruption will come down in the near future. The factors likely to lead to a lesser degree of corruption are as follows:

1. There is greater transparency in procedures to be seen across government departments. A number of departments have initiated e-governance initiatives, which decrease public interface with officials by enabling registration, filing, payments, and registering complaints through the Internet.
2. The right to information (RTI) Act has significantly changed the situation by giving greater access of government records to interested or affected members of the general public.
3. The media too has played an active and visible role by conducting sting operations to expose corruption at many levels. The public humiliation suffered by officials caught in these operations has served as a deterrent to corruption.

Labour

Lack of manufacturing capability in India has been attributed to red tapism and corruption, but the low productivity of labour is also a big factor. In the early days of off-shoring, firms from the US and Western Europe preferred to set up manufacturing facilities in Thailand, Mexico, and China, rather than in India. Though these countries too had an equally bad record of red tapism and corruption, the labour in these countries was found to be more productive. In spite of our huge population and high economic growth, it was only in 2006 that the economy of India overtook that of Mexico in terms of GDP. An active workers' union is not bad, but sometimes, in India, there may be more than one union (e.g., one affiliated to CITU and the other to AITUC), with differing agendas, claiming to represent the workers' interests. Since India is a secular country, religious beliefs of every religion are respected. So, it has holidays on occasions such as Christmas, Good Friday, Holi, Diwali, Muharram, Id-ul-Zuha, Guru Nanak's Birthday, Buddha Jayanti, and Mahavir Jayanti. There are also holidays on occasions of national importance.

As a result, the number of working days in a year is reduced. Furthermore, long breaks in work brought about by bandhs, regional unrest, and breakdown of supporting infrastructure in times of floods, earthquakes, and other natural calamities also disrupt the work. Welfare measures that restrict long hours of work, protect women workers, and prohibit underage employees are

desirable; but, misuse of these clauses to halt legitimate business practices is harmful for the growth of industry. The Indian labour is cheap because of a comparatively low wage structure. But, the productivity of the cheap labour is not always satisfactory. Employers often need to keep a regular check on their employees.

The manufacturing sector is now beginning to take off, and there has been a spectacular growth in the services sector. There is a tremendous shortage of skilled and semi-skilled manpower. There are not enough institutions in India geared to train employable youth on skills that are in demand in the job market. The manufacturing sector is facing a dearth of fitters, welders, draftsmen, and machine operators. The lack of elementary skills in many call centre and BPO employees has been very well documented by NASSCOM and other industry watchers. Finally, stringent laws governing lay-off of employees make it very difficult to fire workers in case of non-performance or during times of financial distress when it becomes imperative to lay-off workers to maintain the financial viability of the business operations.

Regional Sentiments

Many businesses have failed because they failed to take into account the sentiments of the local population. Many successful businesses have managed to identify and respond to local sentiments. Many outlets of international fast food chains such as Pizza Hut and McDonald's do not serve beef or pork as a sign of respect for local mores. On the other hand, scores of businesses suffer because of anti-social elements trying to score political points by going on a rampage. The local community expects to gain from every business being set up in its vicinity. This is especially true when businesses come up in economically backward areas with very little industrialization. The local community expects employment in the firm and does not react favorably to employment of migrant workers. In case the business is also planning on marketing its end products in that area, some local businesses will be adversely affected. It is important to address the concerns of those who fear for their businesses. Otherwise, they are likely to try their best to drum up for an organized opposition to your business. For example, if you are setting up a large biscuit factory, some local bakery owner will fear that his/her unit will have to close down. The local biscuit factory owner has to be reassured that the biscuits from your factory are aimed at a different market and are going to compete with Britannia and Parle and not with him/her. You have to be truthful; lying at this stage will not be of much use in the long run.

Sometimes, setting up an industrial unit will put pressure on the availability of scarce resources or might adversely affect the quality of the resources. For example, pollution can affect the quality of the ground water, or if it is a power-intensive unit, it might affect the availability of power in the area. In case such adverse reactions from the local population are foreseen, it is usually desirable to spread the word about the advantages of having the business in the vicinity. Some of the advantages that can be presented to the local community are growth in employment, possibility of generating business for service providers such as small transporters and welding shops, long-term possibility of small ancillary units, and improvement of some local infrastructure such as roads. Sometimes, entrepreneurs make goodwill gestures such as donating money to the local puja committee, buying a computer for the school, or something similar. Overdoing this can backfire as it can raise the expectation of the local community.

Grey Market and Counterfeit Goods

The grey market refers to the flow of goods through a distribution channel not authorized or intended by the manufacturer. Usually, this happens when the price of a product in the domestic market is much higher than in other nearby markets. Sometimes, this may be because of high local taxation. In India, the goods that are usually smuggled in are cell-phones, electronic goods, jewelers, and alcohol. Chen (2002) even suggests that grey marketing activities can develop a situation of fair competition in which social welfare increases. In India, the prices of cell-phones used to be very high but rampant smuggling has prompted a change in taxes and prices, greatly reducing the differential between India and Singapore or Dubai. Another problem is that of counterfeit goods. Even though, strictly speaking counterfeit goods are not part of the grey market, increasingly people are clubbing the two together and including counterfeit goods in the

definition of 'grey' products. The existence of a well-entrenched grey market is a truth in the Indian business scene. The problem of 'grey markets' can be visualized as existing at various levels. Let us look at the following situations to have a clearer perception. Suppose a customer is interested in buying a DVD player. She goes to an authorized dealer and the authorized dealer tries to sell her a spurious product. This is common in the case of branded electronic items, clothes, perfumes, and accessories. It is very easy for unscrupulous manufacturers to make imitation of the actual product and try to sell it as the real thing. Sometimes, in the case of pirated products, the buyers know that they are buying fake items. They are willing to buy a product that gives them the same utility as the real product at a much lower cost. In many parts of India, people make a living by selling pirated copies of software, movies, and video games to customers who know that they are buying a pirated copy for a fraction of the cost of a legally procured copy.

Now, a range of proactive measures are taken by companies to stamp out counterfeit and grey goods. Some of these are outlined here:

- i. Manufacturers are drastically reducing prices to narrow the gap in prices in local and overseas markets.
- ii. Warranties may not be extended to products not purchased through the regular channels. So, a Nokia service centre will not honour a manufacturer's warranty on a Nokia product that has not been bought from a bona-fide dealer paying all taxes.
- iii. Some high-tech solutions have also been devised such as the use of DVD regional codes to protect movies and other digital content.

A new enterprise desirous of building a brand or an image of a manufacturer of high-quality goods needs to think about a strategy to tackle the problems posed by the grey market. Fake products are an industry by themselves. There are many shady enterprises manufacturing fake labels, packaging, etc. There are many products that carry a name similar to that of the successful product. HUL has identified dozens of manufacturer of washing powder who sell using a brand name very similar to Surf. This is a direct contravention of the intellectual property rights of HUL.

Social Capital

It is also loosely defined as Pehchaan in India or Guanxi in China. Social capital has been defined as the aggregate of the actual or potential resources that are linked to relationships of mutual acquaintance and recognition (Bourdieu 1983). It can also be referred to as connections or relationships. Unlike other forms of capital, social capital is not depleted by its use; rather, it is depleted by its non-use. People like to do business with people they know. Conversely, it becomes easier to do business if you know the right people. They may be the people either in the industry or in the bureaucracy. When relationships take precedence over the principles of fair play and rules, it leads to cronyism and nepotism. Sometimes, these relationships extend to doing special favours to others in your social group or caste and those connected by kinship.

Portes (1998) has identified the following negative consequences of misuse of social capital:

- i. Exclusion of meritorious outsiders
- ii. Excessive claims on group members
- iii. Restrictions on individual freedom
- iv. Norms aimed at downward leveling

Measuring social capital can prove to be tricky, but it depends on how many people you know, how powerful are those people, and what they are willing to do for you. There are a number of cases of entrepreneurs who have benefited by knowing the right people and using it to their advantage. Similarly, there will be a lot of cases of business failure that can be attributed to not having a close relationship with some significant individuals. Whether use of social capital for business purpose is right or wrong, can be argued for long, but its existence is a reality that every entrepreneur has to deal with.

Conclusion

An entrepreneur is one who plays significant role in the economic development of a country. Basically an entrepreneur can be regarded as a person who has the initiative, skill and motivation to set up a business or an enterprise of his own and who always looks for high

achievement. The most important challenges faced by new entrepreneurs include Developing the Vision and Business Idea, Raising Capital for Startup, Assembling a Business Team, Finding the Right Business Location, Finding Good Employees, Finding Good Customers, Dealing with competition, Unforeseen Business Challenges and Expenses, Keeping Up With Industrial Changes and Trends, lack of support, negative mindset, lack of marketing facilities, lack of infrastructural facilities etc. So it is necessary to overcome these challenges in order to conduct an efficient business.

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EMPOWERING WOMEN ENTREPRENEURS THROUGH ICT

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Abstract

Entrepreneurship is an important engine of growth in the economy. Empowering women entrepreneurs through information and communications technologies (ICTs) can play a potent role in developing countries' economic development. The evolving ICT landscape is offering women entrepreneur's new opportunities to strengthen their businesses and become more effective. Through mobile phones, electronic platforms and networks, radio, TV, blogs and the Internet, women entrepreneurs are reaching out to customers and building their businesses in ways they could not do before. Effective use of ICTs is now helping to overcome several challenges that women entrepreneurs in developed and developing countries face. At the same time, there is evidence of a "gender digital divide" wherein women entrepreneurs - due to lack of literacy, skills, access, resources and other factors - are excluded from the opportunities and benefits offered by ICTs.

Key words: *Entrepreneurship, Women Entrepreneur, ICT, Women Empowerment, Education.*

Introduction

This study is motivated by the potentially powerful role that information and communication technologies (ICTs) can play in the empowerment of women in the poor and underdeveloped societies in the world.¹ In this essay, we review the literature on ICTs and empowerment of women, drawing upon several e-commerce/e-retailing projects as case studies to identify a set of "best practices" that underlie a successful project. We anticipate that the insights developed in this study would be useful both for purposes of effective program development and policy design. ICTs are increasingly promoted as a key solution for comprehensive development, poverty eradication and the empowerment of historically disadvantaged groups, such as women and minorities in the Global South (Bhatnagar & Schware, 2000; Friedman, 2005; Hafkin & Huyer, 2006; Hafkin & Taggart, 2001; Heeks, 1999, Huyer & Mitter, 2003; UNCTAD, 2002; International Telecommunication Union, 2005). An International Telecommunication Union (ITU) study (2005) describes ICTs as potentially today, women entrepreneurs account for up to a third of all businesses operating in the formal economy worldwide. Women play a pivotal role in the overall progress of a country as they constitute half the human resources of a nation. However, the majority of those in developing and transitioning economies are very small and micro enterprises, with little potential for growth. Apart from being under-represented in enterprises of all sizes, the bigger the firm the less likely it is to be headed by a woman. Societal attitudes and norms inhibit some women from even considering starting a business, while systemic barriers mean that many women entrepreneurs stay confined to very small businesses often operating in the informal economy. This not only limits their ability to earn an income for themselves and their families but impedes them from realizing their full potential to contribute to socio-economic development, job creation and environmental stewardship. Entrepreneurship is becoming a buzzword in different parts of the world. In particular amongst emerging economies. It has been identified as a key input that can help in transforming the economic well being of people. Entrepreneurship is an important factor of industrial development of a country. A woman entrepreneur can be defined as a confident innovative and creative woman capable of achieving self economic independence individually or in

collaboration generates employment opportunities for others through initiating. This wealth is created by individuals who assume the major risks in terms of equity, time and career commitment of providing value for some product or service. The product or service itself may or may not be new or unique but value must somehow be infused by the entrepreneur by securing and allocating the necessary skills and resources. In practice, entrepreneurship changes the direction of national economies, industries or markets. It initiates new products and develop organizations and means of production to make them marketable.

Entrepreneurship

Entrepreneurship has traditionally been defined as the process of designing, launching and running a new business, which typically begins as a small business, such as a startup company, offering a product, process or service for sale or hire. It has been defined as the "...capacity and willingness to develop, organize, and manage a business venture along with any of its risks in order to make a profit." While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a start-up, a significant proportion of businesses have to close, due to a "...lack of funding, bad business decisions, an economic crisis -- or a combination of all of these" or due to lack of market demand. In the 2000s, the definition of "entrepreneurship" has been expanded to explain how and why some individuals (or teams) identify opportunities, evaluate them as viable, and then decide to exploit them, whereas others do not,^[4] and, in turn, how entrepreneurs use these opportunities to develop new products or services, launch new firms or even new industries and create wealth.

Entrepreneur

An entrepreneur is an individual who, rather than working as an employee, runs a small business and assumes all the risks and rewards of a given business venture, idea, or good or service offered for sale. The entrepreneur is commonly seen as a business leader and innovator of new ideas and business processes. 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 to make the right decisions that lead to profitability. The reward for taking the risk is the potential economic profits the entrepreneur could earn.

Women Entrepreneurship

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.

Review of Literature

Kock (2008) argued that many women want post-start-up support that is accessible after trying out the skills learned in earlier training. Mentoring is one method of providing this support, which can be very effective as it addresses the specific problems faced by the individual entrepreneur. The support can include individual as well as group-based assistance directed at specific problems where mentors serve as role models.

Abimbola, Emmanuel and Ahmadu (2007), however, found that in most cities many programmes and legislation have been implemented to improve life for women entrepreneurs, but have not yielded results. This happened because most of the facilities embedded in the programmes do not reach those in need of them, but are used to service political and other

loyalties. These researchers believe that the dispensation of facilities should rather be done through community-based associations or groups, rather than through political affiliations. Effective monitoring mechanisms should also be put into place to ensure that facilities are put into proper use and to prevent the misapplication of funds.

Shelton (2006) advised that in order to improve the survival and performance of women-owned ventures, programmes should be implemented to assist women in selecting appropriate work-family management strategies. If work-family conflict is addressed, a potential stumbling block for women business owners will be removed and the effectiveness of other programmes will be enhanced. Ghosh and Cheruvalath (2007) found that only one-fifth of women are drawn into entrepreneurship by pull factors. The rest are forced into entrepreneurship by push factors. Ghosh & Cheruvalath, (2007) Challenges to women entrepreneurs cover a wide spectrum, including level of education, inter-role conflicts emanating from greater parenting responsibilities, a dearth of financial assistance and socio-cultural constraints.

Objectives of the Study

1. To find out the factors affecting the entrepreneurs performance in India.
2. To identify the Potential for empowering women

Factors affecting women entrepreneurs' performance

Women Entrepreneurs have grown in large number across the globe over the last decade and increasingly the entrepreneurial potentials of women have changed the rural economies in many parts of the world. But this does not mean that the problems are totally resolved. In support of this The Centre for Women's Business Research in the 18 United States as cited in UNECE (2004) and Mahbub (2000) identified the following factors that affect women entrepreneurs.

A. Access to finance

Access to finance is a key issue for women. Accessing credit, particularly for starting an enterprise, is one of the major constraints faced by women entrepreneurs. Women often have fewer opportunities than men to gain access to credit for various reasons, including lack of collateral, an unwillingness to accept household assets as collateral and negative perceptions of female entrepreneurs by loan officers (Mahbub, 2000).

B. Access to markets

The ability to tap into new markets requires expertise, knowledge and contacts. Women often lack access to training and experience in on how to participate in the market place and are therefore unable to market goods and services strategically. Thus, women-owned SMEs are often unable to take on both the production and marketing of their goods. In addition, they have often not been exposed to the international market, and therefore lack knowledge about what is internationally acceptable. The high cost of developing new business contacts and relationships in a new country or market is a big deterrent and obstacle for many SMEs, in particular women-owned businesses. Women may also fear or face prejudice or sexual harassment, and may be restricted in their ability to travel to make contacts (UNECE, 2004).

C. Access to training

Women have limited access to vocational and technical training in South Asia. In fact, women on average have less access to education than men, and technical and vocational skills can only be developed on a strong foundation of basic primary and secondary education. South Asia is characterized by low enrolment among women in education, high dropout rates and poor quality of education. The table below shows female literacy levels as a percentage of male literacy as well as average years of schooling of women and men, respectively. The figures are testifying to the existence of gender discrimination in building capacity of women and providing them with equal opportunities (UNECE, 2004).

D. Access to networks

Women have fewer business contacts, less knowledge of how to deal with the governmental bureaucracy and less bargaining power, all of which further limit their growth. Since most women entrepreneurs operate on a small scale, and are generally not members of professional organizations or part of other networks, they often find it difficult to access

information. Most existing networks are male dominated and sometimes not particularly welcoming to women but prefer to be exclusive. Even when a woman does venture into these networks, her task is often difficult because most network activities take place after regular working hours. Lack of networks also deprives women of awareness and exposure to good role models. Few women are invited to join trade missions or delegations, due to the combined invisibility of women-dominated sectors or sub sectors and of women as individuals within any given sector (Mahbub, 2000).

E. Access to policymakers

Most women have little access to policymakers or representation on policymaking bodies. Large companies and men can more easily influence policy and have access to policymakers, who are seen more as their peers. Women tend not to belong to, and even less reach leadership positions in, mainstream business organizations, limiting their input into policymaking through lobbying. Women's lack of access to information also limits their knowledgeable input into policymaking (UNECE, 2004). Robertson (1998), OECD (2002), ILO (2008) added that the key factors that affect women entrepreneurs' performance especially in developing continents like Africa are: vulnerability of women to adverse effects of trade reform; restraints with regard to assets (land); lack of information to exploit opportunities; and Poor mobilization of women entrepreneurs; lack of management skills; lack of awareness among young women of 20 entrepreneurship as a career option; conflicting gender roles; gender inequality inappropriate technology; and constraints at the legal, institutional and policy levels .

Benefits for Women of an ICT Centre in India

As women became involved in the Baduria ICT Centre in West Bengal, India, they reported that they gained more respect in their local communities as a result of the ICT skills acquired at the centre—learning to use a computer and accessing and distributing information to local people. This resulted in greater respect at both the family and community levels. Younger women felt they were able to approach the job market with greater confidence. There was also an emergence of solidarity; since women learned to use computers together at the ICT Centre, they often discussed their problems, creating a sense of unity among them and bringing forth leadership qualities.

Potential for Empowering Women

In developing countries, there has been an increase in pro-poor ICT for development initiatives. A study by the International Development Research Centre of Canada (IDRC) on ICT for poverty reduction strategies states that trends show that "ICT have been applied to systemic improvements important to poverty reduction such as education, health and social services delivery, broader Government transparency and accountability, and helping empower citizens and build social organization around rights and gender equality". However, the study also cautions that while documentation of experiences is increasing, there continues to be a need to consolidate research and evaluate lessons that will facilitate effective ICT for development strategies, including support for pro-poor initiatives such as girl's access to primary education. Women's empowerment is focused on increasing their power to take control over decisions that shape their lives, including in relation to access to resources, participation in decision-making and control over distribution of benefits. For women who can access and use them, ICT offer potential, especially in terms of reducing poverty, improving governance, overcoming isolation, and providing a voice. However, existing persistent gender discrimination in labour markets, in education and training opportunities, and allocation of financial resources for entrepreneurship and business development, negatively impact on women's potential to fully utilize ICT for economic, social and political empowerment. There is a growing body of evidence on the benefits of ICT for women's empowerment, through increasing their access to health, nutrition, education and other human development opportunities, such as political participation. Women's sustainable livelihoods can be enhanced through expanded access of women producers and traders to markets, and to education, training and employment opportunities. By using one of the most important democratizing aspects of the Internet—the creation of secure online spaces that are protected from harassment—women are enjoying freedom of expression and privacy of communication to oppose gender discrimination and to promote women's human rights.

Conclusion

There is a need for more effective policies and programmes to support women entrepreneurs in developing countries so that they can seize the emerging opportunities made possible by ICTs. Among the best practices that empowered women are strong initial and continued training, access to necessary resources, help in expanding the market, government and societal support, good networks in the community and an open and participatory management style.

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MARKETING STRATEGIES OF WOMEN SELF HELP GROUPS

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Abstract

Self help groups (SHGs) are now engaging in business activities. They lack in marketing as for the first time they are engaging in business. If they are adequately trained with marketing knowledge, they can excel and in turn take our economy a global leader in this current situation of globalization. The NGOs who have formed the SHGs, The banks who financed the groups and the Government agencies nurturing them must join hands in train the SHG members in business and marketing activities and make them play globally.

Keywords: *Self help groups; NGOs; business and marketing activities; Marketing Strategies; Growth strategies.*

Introduction

Self Help Group (SHG)

A Self-Help Group (SHG) is a registered or unregistered group of micro entrepreneurs having homogenous social and economic background, voluntarily coming together to save regular small sums of money, mutually agreeing to contribute to a common fund and to meet their emergency needs on the basis of mutual help.

Origin of SHGs

The basic idea of "SHG" scheme is derived from International Fund for Agricultural Development (IFAD). IFAD (1989) is quite similar to SHG programme, which was organised by an international social welfare agency. The head quarters of IFAD is situated in Rome. IFAD aimed at providing subsidized individual loans to people below poverty line for undertaking activities such as animal husbandry, horticulture, sericulture, khadi and handloom. Indian Bank played a key role in financing these schemes. The scheme was implemented in 75 unions of 8 districts on a selective basis. The IFAD project was successfully completed in the year 1982. Keeping in mind the positive results of this scheme, the state Governments in India wanted to continue this scheme. So a separate wing was setup under social welfare department for continuing this scheme. Now SHG is being used as a major weapon in poverty eradication.

Formation and Promotion

Now, SHGs are formed by NGOs, Government agencies or Banks the three types of Self Help Promoting Institutions (SHPIs). In India, Self Help Groups represent a unique approach to financial intermediation. The approach combines access to low-cost financial services with a process of self management and development for the women who are SHG members. SHGs are formed and supported usually by NGOs or by Government agencies. Linked not only to banks but also to wider development programs, SHGs are seen to confer many benefits, both economic and social.

The Swarnajayanti Gram Swarozgar Yojana (SGSY) was launched on April 1999 as the single self-employment programs in the place of previous poverty elevation programs like IRDP, DWACRA, etc. The SGSY is a holistic program and the objective of SGSY is to bring the assisted poor families (Swarozgaris) above the poverty line. Under SGSY poor families are organized into Self-help groups (SHGs) through the process of social mobilization. SGSY ensures training and capacity building and provides income-generating assets through a mix of bank credit and Government subsidy. It is a credit linked scheme. Here, the credit plays a predominant role and subsidy is an enabling component.

Under this scheme, financial assistance may be given to individuals or groups (Self-help Groups) belonging to below poverty line families. However, the emphasis will be on the Group approach. The SGSY envisages developing activity clusters by selecting about 10 key activities per block.

Goals

Self-help groups are started by non-profit organizations (NGOs) that generally have broad anti-poverty agendas. Self-help groups are seen as instruments for a variety of goals including empowering women, developing leadership abilities among poor people, increasing school enrolments, and improving nutrition and the use of birth control. Financial intermediation is generally seen more as an entry point to these other goals, rather than as a primary objective. This can hinder their development as sources of village capital, as well as their efforts to aggregate locally controlled pools of capital through federation, as was historically accomplished by credit unions. To achieve their goal of financial self contentment the groups are now engaged in manufacturing and marketing activities.

Production Activities by SHGs

SHG members create a large number of products, some of which compete with branded/market-established products in terms of quality. Some products are agarbathies, candles, scented candles, pickles, soaps, handmade paper, paper mesh articles, toys, handicrafts, wood carvings, wooden furniture, etc. Some groups near the towns also engage in production of readymade idly dosa doughmix, readymade variety rice mix etc. Even some groups engage in agriculture, sericulture, prawn rearing and pond fish rearing. However, there is a lack in advertising these products, which can be considered as an essential part for effective marketing. The SHGs are far behind in marketing activities. They are to be educated in marketing activities.

Marketing Activities by SHGs

The marketing activities of the SHGs are far below the new standards set by globalization. They only engage in direct marketing. They market their products only locally. They don't think of mass production and massive marketing globally. The packing of the finished products do not attract the mass as other manufactured products do. The SHGs don't even engage in advertising their products. They don't like to market their products to unknown persons. They target only known people, relatives and other SHG members as their customers. They don't try to market their products through the nearby shops. They don't even put stalls in local shandys. Even some SHG women indulge in door to door marketing of their products. This provides less scope of sales and they end with lesser profits.

Marketing Strategies

Marketing strategies may differ depending on the unique situation of the individual business. However there are a number of ways of categorizing some generic strategies.

Strategies based on market dominance

In market dominance strategy competitors are classified based on their market share or dominance of an industry. Typically there are four types of market dominance strategies: Leader Challenger Follower Nicher In the initial stage the SHG members may enter the market as market followers. They can slowly transform themselves to a challenger in course of time and finally after gaining adequate strength they can become leaders.

Porter generic strategies

Strategy on the dimensions of strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm's sustainable competitive advantage. The generic strategy framework (porter 1984) comprises two alternatives each with two alternative scopes. These are Differentiation and low-cost leadership each with a dimension of Focus-broad or narrow. Product differentiation (broad) Cost leadership (broad) Market segmentation (narrow) while entering the competition, the SHG groups may possess a unique

advantage of cost minimization. They while entering in market competition can become cost leaders. When they gain knowledge of all manufacturing strategies they can differentiate their products from that of others and also focus on product differentiation.

Innovation strategies

This deals with the firm's rate of the new product development and business model innovation. It asks whether the company is on the cutting edge of technology and business innovation. There are three types:

- Pioneers
- Close followers
- Late followers

As the SHGs are just now entering the market segment, they can only be late followers of innovative strategies. But in course of time if they innovate they can also become pioneers. They can make use of their locality advantage to explore product differentiation and be the best competitors of global products as Mappillai Vinayagar Soda , Kali Mark and Bovento in the field of cool drinks who give tough competition to MNC products.

Growth strategies

In this scheme we ask the question, how should the firm grow? There are a number of different ways of answering that question, but the most common gives four answers:

- Horizontal integration
- Vertical integration
- Diversification
- Intensification

The SHGs under one umbrella of same NGO can have a horizontal integration in marketing their products and reap the benefits of the integration. Even the national corporations are joining hands with prominent MNCs and merge or amalgamate with them to ensure their survival in this global economy.

Suggestions to withstand global marketing pressures by the SHGs

Self help groups mainly concentrate in homemade articles like pickles and only a few groups are engaged in manufacturing activities such as paper cups, candles, agarbathies, handmade garments, wood carvings, etc. Some male groups engage in wood carvings, food processing, sericulture etc. Diversification of products will certainly improve marketing of SHG products and make the group earn higher profits.

Even if the quality of SHG products competes with the products of large manufacturing concerns, the former products lack attractive packing which makes the buyer hesitant to buy such products. The display of the product in the market place must attract the buyers and must be at par with the packing standards of the competitor's products. Not only the quality of the product but also the finishing and packing must be made attractive and be at par with that of the big company products.

The financing banks may take a lead to provide marketing training to the SHG members and thereby make them to build their own strategies to market their products. This in turn will secure their asset structure also by lessening bank s NPAs. Such marketing training can also be given by the governments through DRDA, IFAD etc., which in turn will help the government to reduce the economic imbalances. Like Khadi Bhavans, The government may create separate selling outlets exclusively for SHG products. This step will also reduce unemployment to a certain extent. The products are mainly sold in the village of manufacture or at the most nearby towns. The SHGs mostly engage only in direct marketing, and this is the reason for local marketing. The market area should be increased at least to the state level. Lack of advertisement is one of the major reasons for poor marketing. Government can take steps to propagate the SHG products through its own media free of cost or with a little cost. Like some agricultural products, government may procure the finished goods from the SHGs and can take marketing in its control. This will bring a vast change in the marketing of the products and certainly will be a boon to the SHG members. The

government may take steps to provide permanent stall for the SHG products in every district in the Poomalai Shopping Complex which are situated in prominent places in every district head quarters and rented by government agencies.

Some banks which provide credit linkage to SHGs take steps to market the products through trade fairs conducted by them in prominent places and provide stalls exclusively for the products produced by their SHG members. These stalls have proved effective to fetch good orders from cities and towns. Even big shopping malls place orders with the SHGs and display the products in their shops. The trade fairs conducted by the bankers may be increased. The governments also can conduct such trade fairs exclusively for SHG products and provide market for the products. If they can fetch foreign orders it will also be useful to be overcome balance of pay deficits.

Mahalir Thittam, Madurai, this year came out with an innovative idea of erecting temporary stalls at places targeting members of the salaried-class and tourists. The Government sanctioned Rs.33 lakhs for the marketing of SHG products. Twenty-two groups erected 11 stalls and displayed bags, napkins, snacks, terracotta items, dolls, cotton saris, jewels etc. The turnover of the first 4 days came to Rs.45,000/- SHG members pitched tent at Tirumalai Naick Mahal, Meenakshi Amman Temple and Periyar Bus Stand. The success made the district authorities to think extending the plan to every taluk headquarters and villages also. This innovative idea can be carried throughout the nation and most SHGs will reap the benefit of easy marketing. Early this year a workshop was organized at Tiruchi on marketing the products made by the women SHGs, organized by the Tamil Nadu Corporation for Development of Women and Tiruchi District Supply and Marketing Society at Poomalai commercial campus. The workshop was attended by a large number of women SHG members in the district who were engaged in making handicraft items, soaps, jute bags, jewellery, paintings, textile designs, incense sticks, and brick making. They were made able to market their products effectively. These types of workshops are a rare phenomenon and may be conducted district wise to educate the SHG members in marketing which will in turn improve the marketing of SHG products. Palmyra - An NGO in Villupuram District has its own market place at Auroville a global village where there are more foreigners and foreign visitors. In this market place they market the products of their SHGs. There are a wide range of products from paper cups, paper mesh toys, agarbathies, candles, scented candles, cotton knitted hankies, door mats, bathroom mats, towels, wood carvings, wooden furniture, toys etc. All are produced by their SHG members.

The members of the groups are trained to engage in an activity. The finished products are purchased by the NGO by a tie-up arrangement and marketing is taken care of by the NGO. The NGO even fetches foreign orders for the products. This type of marketing assistance can be given by all NGOs to their SHG members. This very well thrashes the fear of marketing and the SHGs can engage in innovative production of the products. The NGOs can also conduct trade fairs by providing stalls for marketing for their SHG made products. Even these fairs can be conducted statewide or nationwide by having marketing collaboration within all the NGOs acting in the state. If this comes true, the products of SHGs can give a tough competition to the products of Multi- National Companies.

Conclusions

By following these strategies and inculcating adequate knowledge of the markets and competitors, marketing is made easy for the SHGs. Once if the SHGs fetch the fruits of easy marketing, certainly they will engage in more production at lower costs and one day they can also become global players. As most of the village population is engaged in one SHG activity or the other, engaging them in business promotion and opening the gates of global markets for them will improve the economy of the country and improve our balance of payment positions. This will make our country a leader in a globalized economy.

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ENTREPRENEURSHIP OPPORTUNITIES AND CHALLENGES

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Introduction

The economic development of a Nation depends on its industrial development. The industrial development is based on the entrepreneurial competencies of the people. Hence, the concept of building entrepreneurship Promotion is need of the hour. The term “entrepreneurship” comes from the French verb “entreprendre” and the German word “unternehmen”, both means to “undertake”. Bygrave and Hofer in 1891 defined the entrepreneurial process as „involving all the functions, activities, and actions associated with perceiving of opportunities and creation of organizations to pursue them

Entrepreneurship Meaning

An entrepreneur is an individual who, rather than working as an employee, runs a small business and assumes all the risks and rewards of a given business venture, idea, or good or service offered for sale. The entrepreneur is commonly seen as a business leader and innovator of new ideas and business processes. 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 to make the right decisions that lead to profitability. The reward for taking the risk is the potential economic profits the entrepreneur earn.

Concept of Entrepreneurship

The whole idea about entrepreneurship is about self-employment, which will generate employment opportunities to others that must work with him as he cannot work alone. Entrepreneurship is the most effective method for bridging the gap between science and the market place, creating new enterprises, and bringing new products and services to the market. These entrepreneurial activities significantly affect the economy of an area by building the economic base and providing jobs. According to Peter Drucker (1970) and K. Knight (1967), Entrepreneurship is about taking a risk. (i) It is the process of creating new values that did not previously exist. (ii) It is the practice of starting new organization, especially new businesses. (iii) It involves creation of new wealth through implementation of new concepts.

Entrepreneurship Theories

Early scholars viewed entrepreneurship from different dimensions, they describe entrepreneurship from the perspective of functions of an entrepreneur, which include as an inventor, imitator, innovator, or more appropriately as a calculated risk taker. Richard Cantillon was the first to recognize the crucial role of the entrepreneur in economic development, which was founded on individual property right. He said that the essence of the function of the entrepreneur is to bear risk (uncertainty) Kirzner saw entrepreneur as someone who is alert to profitable opportunities for exchange. He operates on opportunities that arise out of new technology. Schumpeter introduced the concept of innovation.

Here are nine characteristics you should ideally possess to start and run your own business

- Motivation. Entrepreneurs are enthusiastic, optimistic and future-oriented. ...
- Creativity and Persuasiveness. ...
- Versatility. ...
- Superb Business Skills. ...
- Risk Tolerance. ...
- Drive. ...
- Vision. ...
- Flexibility and Open-Mindedness.

Qualities of a Successful Entrepreneur

Qualities that make an entrepreneur successful are

- **Dreamer:** A big idea of how something can be better and different
- **Inner Drive to Succeed:** Entrepreneurs are driven to succeed and expand their business. They see the bigger picture and are often very ambitious. Entrepreneurs set massive goals for themselves and stay committed to achieving them regardless of the obstacles that get in the way
- **Innovation:** All entrepreneurs have a passionate desire to do things better and to improve their products or service. They are constantly looking for ways to improve. They're creative, innovative and resourceful
- **Ability to Organize:** He should be able to organize various factors effectively. He has to understand all the aspects of the business
- **Passionate:** Expressive so the idea creates energy and resonance with others
- **Risk Taker:** Pursues the dream without all the resources lined up at the start and distributes the risk over a network of capabilities. In short he should be ready to bear risk and uncertainties
- **Decision Making:** One has to take right decision at a right time by showing his promptness. Quick decisions are expected but hasty decisions shouldn't be taken. Delay in decisions may increase cost of project and reduce the profits. Continuous Learner and Openness to Change: Constantly exploring and evolving to do best practice. If something is not working for them they simply change. Entrepreneurs know the importance of keeping on top of their industry and the only way to being number one is to evolve and change with the times.

India Specific Entrepreneurship Challenges

Family Challenges: Convincing to opt for business over job is easy is not an easy task for an individual. The first thing compared is - Will you make more money in business of your choice or as a successor of family business. This is where it becomes almost impossible to convince that you can generate more cash with your passion than doing what your Dad is doing.

Social Challenges: Family challenges are always at the top because that is what matter the most but at times social challenges also are very important. Let us say you and your friend graduated at the same time. You opted for entrepreneurship and your friend opted for a job. He now has a flat, car and what not because he could easily get those with a bank loan but you still have nothing to show off and this is where challenge comes.

Technological Challenges: Indian education system lags too much from the Job industry as a whole but then it lags even more when it comes to online entrepreneurship. What technology would be ideal and how to use that technology effectively?

Financial Challenges: (Difficulty in borrowing fund): Financial challenges are a lot different in India especially for online entrepreneurs. When you are starting out as an entrepreneur you dont opt for venture funding but try to go with funding from small to medium business people. Many such non technical business people don't understand the online business models as a whole and so getting an initial business funding from them becomes challenging. The other option you can think of is loan but bank loan is not at all an option in India for new online entrepreneurs.

Opportunities available for Small Entrepreneurs in India!

The various business opportunities, for example

1. Tourism

By now, tourism has emerged as number one largest smokeless and fast growing industry in the world due to its ample promises and prospects. Presently, it accounts for 8% of the world trade and around 20 % of service sector in the world

2. Automobile

India has made much headway in automobile industry and by now has emerged as a hot spot for automobiles and auto-components. A cost-effective hub for auto components sourcing for global auto makers, the automobile sector is by all indications a potential sector for entrepreneurs in India.

3. Textiles

India is famous for its textiles since long time. What is worth mentioning that the style of apparel is unique from region to state, thus, offering a diversified market for apparel / textile products in the country? In view of this, India holds good potential to grow as a preferred location for manufacturing textiles taking into account the huge demand for garments.

4. Social Ventures

Like many other developmental activities, entrepreneurship development is also context-specific. The recent social issues providing a different entrepreneurial context has given emergence to yet another breed of entrepreneurship called 'social entrepreneurship'. With a view to ameliorate the social fabric of the society, increasing number of entrepreneurs has started their social ventures.

5. Education and Training

Knowledge being power, on the one hand, and Government's increasing emphasis on spreading education, on the other, there is a good demand for education and online tutorial services in the country. With good facilities at competitive rates, India can attract more students from abroad in coming years signs of which have already started. Need-based educational programmes with innovative teaching methods can help in a big way make education develop and flourish as an industry in the country.

6. Ayurveda and Traditional Medicine

India is well known for its herbal and Ayurvedic products. With increasing awareness about the ill-effects of allopathic medicines, there will be a huge demand for cosmetics, natural medicines and remedies in coming time.

7. Organic Farming

Organic farming has been in practice in India for long time. That the importance of organic farming will assume increasing importance in the country is evident by the fact that increasing number of consumers especially foreigners have been preferring to only organic products. Therefore, the prospective entrepreneurs can focus on business opportunities in this promising sector of the country. Yes, many small-time farmers have already adopted organic farming but the huge demand is still unmet which offers good opportunities for those agripreneurs who can promote organic farming on a large-scale in the country.

8. Media

The media industry has also huge opportunities to offer to young entrepreneurs. With the huge growth of this segment, any business in this field will help entrepreneurs reap huge benefits. Television, advertising, print and digital media have seen a boom in business in the recent times and is likely to grow more in coming times. According to a report prepared by the Federation of Indian Chamber of Commerce and Industry (FICCI), digitization, regionalisation, competition, innovation, process, marketing and distribution will drive the growth of India's media and entertainment sector furthermore in coming times.

Conclusion

Entrepreneurship is essential for rapid and sustained economic growth and development. It creates the required Man power and skills necessary for accelerated growth, reduce unemployment and poverty. It is therefore strategic and wise for Nigeria to assign a significant and increasing role to entrepreneurship in their effort to revamp the economy. For the entrepreneurs to be effective.

ENTREPRENEURSHIP

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Entrepreneur: Meaning, and Definition

The word entrepreneur is derived from French and literally means one who undertakes. With that in mind, entrepreneurs undertake a considerable amount of initiative and risk when launching a ('new business' venture. Some are successful, but many will fail. Nonetheless, all entrepreneurs are the same driving spirit thatches led them to undertake their dream of starting their own business.

Functions of an Entrepreneur

The important functions performed by an entrepreneur are listed below:

Innovation: An entrepreneur is basically an innovator who tries to develop new technology, products, etc... Innovation may involve doing new things or doing existing things differently.

Assumption of Risk: An entrepreneur, by definitive, is risk taker and not risk shirker. He is always prepared for assuming losses that may arise on account of new ideas and projects undertaken by him.

Researches: An entrepreneur is a practical dreamer and does a lot of ground-work before taking a leap in his ventures. In other words, an entrepreneur finalizes an idea only after considering a variety of options, analyzing there is n the and weaknesses by applying analytical techniques, testing their applicability, supplementing them wit ̄empirical findings, and then choosing the best alternative. At is then that he applies his ideas in practice.

Development of Management Skills: The work of an entrepreneur involves the use of Managerial which he develops while planning, organizing, staffing. Directing, controlling and coordinating tide activities of business His managerial skills get further strengthened when he engages himself in establishing equilibrium between his organization and its environment.

Overcoming Resistance to Change: New innovations are generally opposed by neither people bo a it makes them change their neither existing behavior patterns an entrepreneur always first tries nor ideas at his level.

Catalyst of Economic Development: An entrepreneur plays an important role in accelerating the pace of economic development of a country by discovering new uses of available resources and maximizing their utilization. To better appreciate the concept of an entrepreneur, it is desirable to distinguish him from an entrepreneur and promoter.

Organizational Function: Entrepreneur as an organizer and his organizing function is described by J.B. Say as a function whereby the entrepreneur brings together various factors of production, ensures continuing management and renders risk-bearing functions as well)His definition associates entrepreneur with the functions of coordination, organization and supervision.

Managerial Function: Entrepreneur also performs a variety of managerial function like determination of business objectives, formulation of production plans, product analysis and market research, organization of sales procuring machine and material, recruitment of men and undertaking, of business operations.

Decision Making Function: The most vital function an entrepreneur discharges refers to decision making in various fields of the business enterprise.

Types of Entrepreneurs

Innovative Entrepreneur

These entrepreneurs have the ability to think newer, better and more economical ideas of business organization and management.

Adoptive or imitative entrepreneurs:

These kinds of entrepreneurs are characterized by readiness to adopt successful innovations created by innovative entrepreneurs.

Fabian entrepreneurs:

Entrepreneurs of this type are very cautious and skeptical while practicing any change. They have neither the will to introduce new changes nor the desire to adopt new methods innovated by the most enterprising entrepreneurs.

Risk taking entrepreneur:

According to Frank H. Knight (1921) and Peter Drucker (1970), entrepreneurship is about takingThe behavior of the entrepreneur reflects a kind of person willing to put his or her career and financial security on the line and take risks in the name of an idea, spending much time as well as capital on an uncertain venture.

The Cash-flow Entrepreneur

This entrepreneur doesn't think about anything except money. In general that can be a good thing for an entrepreneur but some people overdo it.

The Headlines Entrepreneur

Some entrepreneurs are in it strictly for the fame. They rush from one headline to another and are more focused on making it to the front page of the newspaper than actually doing business.

The Better World Entrepreneur

This entrepreneur isn't into entrepreneurship for the money bit to make the world a better place. This is an awesome goal of course but often quite contrary as being a good entrepreneur.

The adventurous Entrepreneurs

These types of entrepreneurs are bold, brave and courageous. They dare to undertake risky business and explore new avenues for success in business.

The Lifestyle Entrepreneur

This individual creates a business around their passions but their primary goal is not vast profits but rather a rich and flexible lifestyle.

Internet Lifestyle Entrepreneur

An interesting sub category that has become quite popular with the establishment of the internet is the Internet Lifestyle Entrepreneur. He builds a business on the internet that allows him to work from anywhere at any time.

Locational Entrepreneurs

Those entrepreneurs .who have made up their mind to move (may be by forcing factors) to other places to do business are called location entrepreneurs.

Entrepreneurship Development Programme (EDP)

The Entrepreneurship Development Programme (EDP) promotes the creation and/or growth of enterprises through a National Team of Trainers and Counselors that provides training and counseling to young promoters to establish their own business and to reduce the failure rate of start-ups, contributing thereof to the economic growth of the Country. An Entrepreneurship Development Programme (EDP), aims at providing training in the essentials of conceiving, planning, initiating and launching an economic activity or an enterprise successfully. The programme content includes class room training on essentials of entrepreneurship, identification of business

opportunities, schemes of assistance offered by various constituents of the support system, preparation of a technically feasible and economically viable project report, Achievement Motivation Training and also the nuances of management of an enterprise.

Need for EDP

It is increasingly being realized that Rural Entrepreneurship Development Programmes, particularly outside the fold of agriculture, offer greater scope for self-employment and micro enterprise creation. A planned and comprehensive effort needs to be made to create entrepreneurs through training intervention. This calls for an approach which develops and nurtures the latent entrepreneurial potential in rural areas and links the same with economically viable opportunities. Though NGOs and other Government and Semi-Government agencies operating at the grass-root level (GRAs) have certain strengths to work at the grassroots level, they themselves are set with some major constraints to adapt and transform RED approach, as they do not have trained personnel to undertake the task of organising REDPs, which is a much specialized training programme. Looking into the magnitude of the work involved and the constraints confronted by the NGO sector and GRAs, the need for a specially designed Rural Entrepreneurship Development Trainers' Training Programme for personnel /extension workers of NGOs and GRAs can hardly be over emphasized. It is felt that in order to institutionalize the RED strategy in the NGO sector, strengthening the existing NGO/ GRA man-power becomes essential. EDI therefore organizes training programme to further strengthen the NGOs and GRAs by developing their cadres for effectively launching and managing RED activities.

Promoting micro enterprises is now a well-accepted means to facilitate economic development in rural areas. The Non-Government Organisations (NGOs) are contributing substantially to the process. Building capacities of such institutions to assist rural youth in assuming entrepreneurial identity has paid rich dividends. Entrepreneurship Development Institute of India (EDI) is also contributing to the process by developing a cadre of Rural Entrepreneur Trainer-Motivators who in turn create entrepreneurs at the grassroots level. With a view to strengthening the capacities and skills of Rural Entrepreneur TrainerMotivatros, EDI is organising an Advanced Trainers' Training Programme on Rural Entrepreneurship Development.

Objectives

This programme aims to;

- Sensitize participants to complexities and challenges in micro enterprise creation and management
- Help the participants become aware of the process of Micro Entrepreneurship Development,
- Help the participants develop competencies (knowledge, skills and attitudes) required to identify, select, train and assist potential entrepreneurs to set up and manage micro enterprises

For Whom

This programme addresses the functionaries of NGOs who have the potential to become successful Trainer-Motivator-cum-Small Business Counsellor. The participants must possess atleast a University Degree with about 3 years of experience in developmental activities in rural areas. Exposure to promoting income generation activities and/or forming Self Help Groups will be a distinct advantage. The programme will admit 25 participants from NGOs operating all over India. The participants should be in the age group of 25 -35 years.

Benefits of EDP

The EDP covers topics such as creating and capturing value, entrepreneurial marketing, customer personas, how to select and deselect markets through evaluating market opportunity, how to finance an entrepreneurial company, successful pitching and selling strategies, innovative product development and developing defensible USPs. Through a combination of high impact interactive teaching, company visits, team assignments, pitching practice, bringing in world renowned guest speakers, and simulation labs, participants are immersed in EDP's entrepreneurial culture, exposed to the greater business ecosystem and learn what they need to know in order to accelerate their business growth strategies back in their home environment.

RURAL ENTREPRENEURSHIP

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Introduction

“India lives in its villages”- Mahatma Gandhi.

The majority of the population in India lives in villages. The economic development of our country largely depends on the progress of rural areas and the standard of living of rural masses. Village or rural industries play an important role in the national economy, particularly in the rural development. Rural entrepreneurship is based on stimulating local entrepreneurial talent and the subsequent growth of indigenous enterprises. It recognizes opportunity in the rural areas and accelerates a unique blend of resources either inside or outside of agriculture. Rural entrepreneurship brings an economic value to the rural sector by creating new methods of production, new markets, new products and generate employment opportunities thereby ensuring continuous rural development. Rural entrepreneur is one of the most important inputs in the economic development of a country and of regions within the country. Rural entrepreneurs are those who carry out entrepreneurial activities by establishing Industrial and business units in the rural sector of the economy. Establishing industrial and business units in the rural areas refers to rural entrepreneurship. Rural entrepreneurship can be considered one of the solutions to reduce poverty, migration, economic disparity, unemployment and develop rural areas and backward regions. According to Khadi and Village Industries Commission (KVIC), “Village industry or rural industry means any industry located in rural areas, the population of which does not exceed 10,000 or such other figure which produces any goods or renders any services with or without the use of power and in which the fixed capital investment per head of an artisan or a worker does not exceed thousand rupees”. The definition of village industry has been recently modified by the Government of India so as to enlarge its scope. According to Government of India, “Any industry located in rural areas, village or town with a population of 20,000 and Below and an investment of 3 crores in plant and machinery is classified as a village industry”.

1. Objectives of the study

The following are the objectives of the present study: To know the various types of rural entrepreneurship.

- To analyse the performance of rural industries.
- To know the importance of rural entrepreneurship.
- To study the problems of rural entrepreneurship.

2. Methodology

The present study is based only on secondary data. The data were collected from books, journals, website and annual reports.

3. Types of Rural entrepreneurship

Rural industry or village industry can be broadly classified into the following categories:

Agro Based Enterprises

This category includes direct sale or processing of agro products such as jiggery, pickles, sugar industries, oil processing from oil seeds, dairy products, fruit juice, spices etc.

Forest Based Industries

These industries include wood products, coir industry, beedi making, honey making, bamboo products, etc.

Mineral Based Industry

These include stone crushing, cement industries, wall coating powders etc.

Textile Industry

These include weaving, colouring, spinning and bleaching.

Handicrafts

These include making of wooden or bamboo handicrafts that are local to that area, traditional decorative products, toys and all other forms of handicrafts typical to the region.

Engineering and services

These include agricultural equipments, tractors and pump sets, repairs etc.

4. Significance of Rural entrepreneurship

The importance of rural entrepreneurship is briefly highlighted as follows:

Provides employment opportunities: Rural entrepreneurship is labour intensive and creates largescale employment opportunities for the rural people. Rural entrepreneurship provides a clear solution to the growing problem of large-scale unemployment and underemployment of rural India.

Check on migration of rural population: Rural population moves towards urban for various reasons like income generation, searching good job, utilize various facilities etc. Rural entrepreneurship will bring in or develop infrastructural facilities like roads, power, bridges etc. It reduces the gaps and disparities in income between rural and urban areas. Rural entrepreneurship can avoid the migration of people from rural to urban areas in search of jobs.

Balanced regional development: Rural entrepreneurship controls the concentration of industry in urban areas and thereby promotes balanced regional development in the economy.

Promotion of artistic activities: Rural industries also help protect and promote the art and handicrafts, i.e. the age-old rich heritage of the country.

Check on social evils: The growth of rural entrepreneurship reduces the social evils like poverty, social tensions, atmospheric pollution, the growth of slums and ignorance of inhabitants etc.

Awaken the rural youth: Rural entrepreneurship encourages young and promising entrepreneurs to develop and carry out entrepreneurial activities in the rural sector.

Improves standard of living: Rural entrepreneurship will also increase the literacy rate of rural people. Their education and self-employment will prosper the community, thus improving their standard of living.

Proper utilization of local resources: Rural industries help in the maximum utilization of local resources like raw materials and labour for productive purposes and thus increase productivity. Efficient and effective use of limited resources by the entrepreneurs leads to overall economic development of an area.

Earnings of foreign exchange: Rural entrepreneurship plays significant role in increasing the foreign exchange earnings of the country through export of their produce.

Improvement in per capita income: Rural entrepreneurship generates more output, employment and wealth by exploiting new opportunities, thereby helping to improve the per capita income of rural people.

Produces goods of consumers' choice: Rural industries including cottage and village industries produce goods of individual consumers' taste and preferences, jewellery, sarees, artistic products are produced to cater to the needs of different consumer according to their taste, preferences and design.

5. Problems of Rural entrepreneurship

Developing entrepreneurship especially rural entrepreneurship is not so easy. It is constrained by several problems. Some of the problems faced by rural entrepreneurs are as follows:

Lack of finance: Finance is the lifeblood of the business. Most of the rural entrepreneurs are mainly struggling to raise the finance for their businesses. Non availability of adequate collateral security often mars the chances of rural youth in obtaining adequate funds in time to set up their

own venture. Due to this, the entrepreneurs are forced to take credit from village money lenders who charge exorbitant rates of interest.

Lack of knowledge: There is a distinct lack of adequate knowledge of entrepreneurial opportunities among the rural youth. The educated and trained youths mostly leave for urban destinations in search of jobs.

Lack of technical know-how: On account of the faulty education system rural youth lack managerial, professional, technical know-how which is an impediment in developing the spirit of enterprise, consequently not many people come forward to establish self-employment units.

Absence of enterprising skill: Most of the rural people in India lack risk bearing ability. Reluctant to involve oneself in business, inclination towards wage employment, lack of creative thinking are a few reasons which have restricted the growth of self-employment in rural area.

Lack of infrastructural facilities: Rural areas are characterized by poor infrastructural facilities viz, roads, water, market, electricity, street lighting, road transport, storage and communication etc. which hamper the smooth movement of various industrial activities.

6. Suggestions

In the light of the above problems, the following suggestions can be put forth to develop the rural entrepreneurs: Separate financial assistance for rural entrepreneurs

- Should be provided by the Government. Rural entrepreneurs should be provided adequate and
- Timely financial assistance from all the financial institutions and banks. Special training programmes for rural entrepreneurs
- Should be arranged by the Government to improve their knowledge and skill. The rural educated youth should come forward in the
- Field of entrepreneurship. Modernization of their technology is very much essential.
- Sufficient finance must be given to modernize their outdated technology, tools and implements in order to enable them to compete with the large scale industries. Rural entrepreneurs must be provided with adequate
- Infrastructural facilities.

7. Conclusion

Rural industries play an important role in the national economy, particularly in the rural economy. Rural entrepreneurship is important not only as a means of generating employment opportunities in the rural areas with low capital cost and raising the real income of the people, but also its contribution to the development of agriculture and urban industries. Without rural industrialization, it would not be easy to solve the problem of unemployment in rural areas. Rural entrepreneurship can be considered one of the solutions to reduce poverty, migration, economic disparity, unemployment and develop rural areas and backward regions.

WOMAN ENTREPRENEURSHIP

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Introduction

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 a 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”. Women entrepreneur constitute 10 % of the number of the number of entrepreneur in the country. 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. This statistical fact indicates that for the economic growth of the nation, women should not be encouraged to make their share of economic contribution towards the country. one way of achieving is by making women come out and become entrepreneurs. 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 od 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. We see a lot of women professionals in engineering, medicine, law etc. They are also setting up hospitals, training centers, etc. “An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women.”

Government of India

“A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.”

Review of Literature

Bowen & Hisrich, (1986), compared & evaluated various research studies done on entrepreneurship including women entrepreneurship. It summaries various studies in this way that female entrepreneurs are relatively well educated in general but perhaps not in management skills, high in internal locus of control, more masculine, or instrumental than other women in their values likely to have had entrepreneurial fathers, relatively likely to have frts born or only children, unlikely to start business in traditionally male dominated industries & experiencing a need of additional managerial training.

Cohoon, Wadhwa & Mitchell, (2010), present a detailed exploration of men & women entrepreneur's motivations, background and experiences. The study is based on the data collected from successful women entrepreneurs. Out of them 59% had founded two or more companies. The study identifies top five financial & psychological factors motivating women to become entrepreneurs. These are desire to build the wealth, the wish to capitalize own business ideas they had, the appeal of startup culture, a long standing desire to own their own company and working with someone else did not appeal them. The challenges are more related with entrepreneurship rather than gender. However, the study concluded with the requirement of further investigation like why women are so much concerned about protecting intellectual capital than their counterpart. Mentoring is very important to women, which provides encouragement & financial support of business partners, experiences & well developed professional network.

Women network report on Women in Business & in Decision Making focus on women entrepreneurs, about their problems in starting & running the business, family back ground, education, size of business unit. Some interesting facts which came out from this report are less educated women entrepreneurs are engaged in micro enterprises, have husband & children but have no help at home. Most of the women establish enterprises before the age of 35, after gaining some experience as an employee somewhere else. The motivational factors were desire for control & freedom to take their own decision as well as earning handsome amount of money. Dedication of more than 48 hours in a week with the family support to their enterprises gave them a sense of self confidence. However, to maintain balance between family & work life is a major challenge before women entrepreneurs especially for those who have children & working husband.

Methodology

The prepared paper is a descriptive study in nature. The secondary data and information have been analyzed for preparing the paper extensively. The secondary information have been collected from different scholars and researchers published books, articles published in different journals, periodicals, conference paper, working paper and websites.

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 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 hinder 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 suffer 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 a 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 margins 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.

Conclusions

India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs faced 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 influencing women entrepreneurs. Successful leading business women in India. Government takes various steps for the upliftment of women entrepreneurs in 7th five year plan, 8th five year plan and in 9th five year plan. Women have the potential the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner, appropriate support and encouragement from the society, family, government can make these women entrepreneur a part of mainstream of national economy and they can contribute to the economy progress of India.

SOCIAL ENTREPRENEURSHIP

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Meaning

Social entrepreneurship is the use of the techniques that start up companies and other entrepreneurs to develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs.

For-profit entrepreneurs typically measure performance using business metrics like profit, revenues and increases in stock prices, but social entrepreneurs are either non-profits or blend for-profit goals with generating a positive "return to society". And therefore must use different metrics. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development. At times, profit-making social enterprises may be established to support the social or cultural goals of the organization but not as an end in it. For example, an organization that aims to provide housing and employment to the homeless may operate a restaurant, both to raise money and to provide employment for the homeless. In the 2010s, social entrepreneurship is facilitated by the use of the Internet, particularly social networking and social media websites. These websites enable social entrepreneurs to reach a large number of people who are not geographically close yet who share the same goals and encourage them to collaborate online, learn about the issues, disseminate information about the group's events and activities, and raise funds through crowd funding.

Modern definition

Been no firm consensus on the definition of social entrepreneurship, as so many different fields, disciplines and organization types are associated with social entrepreneurship, ranging from for-profit businesses to hybrid models combining charitable work with business activities, to non-profit charities, voluntary sector organizations and non-governmental organizations. Philanthropists, social activists, environmentalists, and other socially-oriented practitioners are often referred to as social entrepreneurs. Social entrepreneurs can include a range of career types and professional backgrounds, ranging from social work and community development to entrepreneurship and environmental science. For this reason, it is difficult to determine who is a social entrepreneur. David Bornstein has even used the term "social innovator" interchangeably with social entrepreneur, due to the creative, non-traditional strategies that many social entrepreneurs use.

History

Social entrepreneurship is distinct from the concept of entrepreneurship, yet still shares several similarities with its business cousin. Jean-Baptiste Say (1767-1832), a French economist, defined an entrepreneur as a person who "undertakes" an idea and shifts perspectives in a way that it alters the effect that an idea has on society. An entrepreneur is further defined by Say as someone who "shifts economic resources out of an area of lower and into an area of higher productivity and greater yield. The difference between "entrepreneurship" and "social entrepreneurship", however, stems from the purpose of a creation. Social entrepreneurs seek to transform societies at large, rather than transforming their profit margin, as classic entrepreneurs typically seek to do. Social entrepreneurs use a variety of resources to bring societies into a better

state of well-being. The concept of "social entrepreneurship" is not a novel idea, but in the 2000s, it has become more popular among society and academic research, notably after the publication of "The Rise of the Social Entrepreneur" by Charles Lead beater. Many activities related to community development and higher social purpose fall within the modern definition of social entrepreneurship. Despite the established definition nowadays, social entrepreneurship remains a difficult concept to define, since it may be manifested in multiple forms. A broad definition of the concept allows interdisciplinary research efforts to understand and challenge the notions behind social entrepreneurship. No matter in which sector of society certain organizations are (i.e. corporations or unincorporated associations, societies, associations or cooperatives), social entrepreneurship focuses on the social impact that an endeavor aims at. Whether social entrepreneurship is altruistic or not is less important than the effect it has on society. The terms social entrepreneur and social entrepreneurship were used first in the literature in 1953 by H. Bowen on his book "Social Responsibilities of the Businessman". The terms came into widespread use in the 1980s and 1990s, promoted by Bill Drayton, Charles Lead beater and others. From the 1950s to the 1990s, the politician Michael Young was a leading promoter of social entrepreneurship and in the 1980s, he was described by Professor Daniel Bell at Harvard University as the "world's most successful entrepreneur of social enterprises". Young created more than sixty new organizations worldwide, including the School for Social Entrepreneurs (SSE) which exists in the UK, Australia, and Canada and which supports individuals to realize their potential and to establish, scale, and sustain, social enterprises and social businesses. Another notable British social entrepreneur is Andrew Mawson OBE, who was given a peerage in 2007 because of his urban regeneration work including the Bromley by Bow Centre in East London. Although the terms are relatively new, social entrepreneurs and social entrepreneurship may be found throughout history. A list of a few noteworthy people whose work exemplifies the modern definition of "social entrepreneurship" includes Florence Nightingale, founder of the first nursing school and developer of modern nursing practices; Robert Owen, founder of the cooperative movement; and Vinoba Bhave, founder of India's Land Gift Movement. During the nineteenth and twentieth century's some of the most successful social entrepreneurs straddled the civic, governmental, and business worlds. These pioneers promoted new ideas that were taken up by mainstream public services in welfare, schools, and health care.

Types: In *The Power of Unreasonable People*, John Elkington and Pamela Hartigan describe social entrepreneurs' business structures as falling under three different models, applicable in different situations and economic climates:

1. **Leveraged non-profit:** This business model leverages financial and other resources in an innovative way to respond to social needs.
2. **Hybrid non-profit:** This organizational structure can take a variety of forms, but is distinctive because the hybrid non-profit is willing to use profit from some activities to sustain its other operations which have a social or community purpose. Hybrid non-profits are often created to deal with government failures or market failures, as they generate revenue to sustain the operation without requiring loans, grants, and other forms of traditional funding.
3. **Social business venture:** These models are set up as businesses that are designed to create change through social means. Social business ventures evolved through a lack of funding. Social entrepreneurs in this situation were forced to become for-profit ventures, because loans and financing are hard to get for social businesses.

There are also a broader range of hybrid profit models, where a conventional business invests some portion of its profits on socially, culturally or environmentally beneficial activities. The term "Philanthropreneurship" has been applied to this type of activity. Corporate employees can also engage in social entrepreneurship, which may or may not be officially sanctioned by the company. This has been described as corporate social entrepreneurship. One private foundation has staked the ground of more precise lexicon following the Newman's Own model having coined the phrase "Commercial Philanthropy" where commercial businesses are held and operated with all net proceeds going to serve social service needs.