THE ROLE OF WOMEN ENTREPRENEURS IN CREATION OF EMPLOYMENT (A CASE STUDY OF DELHI STATE)

ABSTRACT

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The Role of Women Entrepreneurs in Creation of Employment

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ABSTRACT

In simple terms Entrepreneurship is the process of setting up new business or other organization. In recent years, the term “entrepreneurship” deviated from its origin, which was earlier confined to business now started including social and political activity. Entrepreneurship sometimes also referred as intrapreneurship, extension of business within an organisation or firms and may involve corporate ventures where large entities segregate into sub-organization (Shane, 2000). Entrepreneurs are the persons who are willing to take risk and have an acumen to take initiatives, ability to take advantage of prevailing market opportunities by planning, organizing and employing resources (Deakins & Freel, 2012), often by innovating new or improving existing products (Johnson, 2005). Contemporarily, the term entrepreneurship has been associated with a specific psychological mindset consisting of entrepreneurial initiatives and ability to take risk in the form of social entrepreneurship, political entrepreneurship or knowledge entrepreneurship.

In recent scenario entrepreneurship has been witnessing as a major economic growth driver in both U.S. and Western Europe. In U.S. it’s a common activity, half of all working men used to get engaged in self-employment or business venture after their retirement (Paul, 2007). An entrepreneurial activity varies according to the type of organization and creativity involved in setting up business. It ranges in scale from single owned projects, part- time jobs and large scale undertakings that create many jobs. Many business ventures needs a lump sum financial support in order to set up large business organizations (Mark & Robert, 2000).

According to Schumpeter, an Entrepreneur is willing and has an ability to convert a new idea or invention into a successful innovation. Entrepreneurship is an ideology based upon the ability and zeal to take risk (Knight, 2005). The entrepreneur who wants to pursue entrepreneurship as his/her career and ready to give up all their financial assets, time & capital for the sake of new idea without knowing its pros and cons of an uncertain venture.
Abstract

Entrepreneurship is very essential for the development of both developed nations and developing nations. It is instrumental in balancing the circular flow of economic development. Every country wants to attain economic development for prosperity and better standard of living of people. This signifies that participation of both men and women is important in economic activities for the overall development of a nation. But, the women in India have to undergo many struggles against the equality and acceptance in carrying out economic activities or undertaking any entrepreneurial work.

The reason for this unpredictable growth in the entrepreneurial economy in a country is mainly because of the growing unemployment mainly among youths, pressurising the government to introduce policies for encouraging micro and small business development, to balance the unemployment with respect to exploding population in an economy.

After the introduction of economic reforms in 1991, the economy of India has undergone numerous changes due to the expansion of market globally and changes in various policies and programs regarding working of an economy. Now, government of India liberalized the economic arena due to the changing phase of competition. Initiation of liberalisation, Globalisation & Privatisation forced the Indian market to change the existing system of bureaucracy and market functioning.

In this pacing change state governments have not stayed back in playing their part. National Entrepreneurship Policy is in the planning process to make this process at ease, which currently need inputs and ideas to finalise this procedure. A 32 page draft prepared by the Ahmadabad based Entrepreneurship development Institute in India, which is not the full-fledged decorum of entrepreneurial activities including financial assistance and skill development programs etc.

If we look at an individual level, India is on a high rank in terms of increasing number of entrepreneurs but at an institutional level, it has to go along way, Because the law and governance related to encouragement of entrepreneurship are not very clear and in the process of more crystal clear aims, which needs to be clarified, is one of the biggest hurdle for Indian mass for the successful entrepreneurial establishments. While in US and Europe they have stronger financial support policies for these kinds of initiation in the field of entrepreneurship. Apart from this the traditional societal mindset of Indian people is also of big concern; they are reluctant
of taking risk and accepting change. They have a fear of failure although this stigma has been changing among the new generation. Besides financial problem, lack of technology, awareness, approach to social media etc. are also existing hurdles.

In India, women have played a very important part in the society from an individual to the nation as a whole; their entrepreneurial capability has not been recognised due to the lower status of women in the society. The government consistently stepping forth for improving the status of women in the society but till fifth five year plan (1974-78) they had welfare oriented approach, it’s in fifth five year plan the policy makers changed their approach from welfare oriented to development oriented approach and empowerment. The development of women became a very crucial part of the plan and policies.

Several policies and programmes have been launched by the government of India for the development of women entrepreneurs in India. It’s in the fitness of things to work for persuading women in respect on their social isolated mind-set as to give equal rights which is solely enshrined in the constitution. Empowerment of women doesn’t mean other become powerless but their thoughts and their value systems lead to the development of a good family, good society and ultimate good nation. And this is true, if a women is empowered her competencies towards decision making will surely influence her family behaviour.

The importance of role of women entrepreneurs in the process of economic development has been realized from nineties in various parts of the world. Women constitute half of the total population of the world and now one third of entrepreneurs consist of the women entrepreneurs of the world. Today, women entrepreneurship has become an essential movement in many parts of the world because now it has been realised that women entrepreneurship will help in the overall development of an economy and has been accepted in all areas of working. The UN’s report has also affirmed that economic development is associated with the advancement and empowerment of women. In nations, where women have advanced status, economic growth has usually been optimum. Whilst, where women are not advanced, the economy seems to be stagnant.

All these elucidation giving an idea, era is changing following the status and role of women. But still women have to undergo a lot of constraints and hurdles. The scenario since 1950s till now witnessing the satisfactory up-gradation as far as women
entrepreneurship is concerned. In the 1950s, only those women liked to enter into business ventures who did not had any male income earners within their family. In 1960s, the trend to start small business enterprises at home began. These activities were mainly due to the motive of self-occupation rather than for achieving financial autonomy. In the 1970s, the trend of thinking reverted, now women moved on for the entrepreneurship for the purpose of income generation and career choices. The desire of many women entrepreneur became to grow their enterprise and successful outcomes. In the 1980s, women more often joined their father’s or husband’s business with an idea to contribute partners on an equal footing. In 1990s, now the picture almost reverted, this proved as an age of freedom and liberty of women. Now women more or less became self-reliant and started travelling alone and came up with more liberal and independent picture of women in a society. And contemporarily in the 21st century the numerous opportunities, ways and means have been developed for women and they increasingly venture to build enterprises.

Being entrepreneurs, women have to face a lot of criticism on social-political-economic grounds because they are not considered equal to men, due to the orthodox system of society. The prestige and self-esteem crisis needs to eradicate. In recent years, the marked increase in number of women entrepreneurs, result of the changing scenario established the milestone for future development. Both men and women opting entrepreneurship as their career and this growing participation is changing the global economy. At present it has been estimated that about one third of the entrepreneurs in the world are owned by women. And in India, position is almost the same as global average.

Now-a-days entrepreneurship has gained wide popularity all over the world. Rate of women entering into business ventures is more as compared to men (Renzulli et al., 2000). In North America 38 percent small businesses are owned by women (Brush & Hierarch, 1999). Whereas in some developing countries, growth rate of women entrepreneurs are higher as compared to developed countries. According to ILO Statistics the growth rate is 24% in Malaysia, 30% in Thailand & 36% in Philippines & 42% in Indonesia. The Tamil Nadu state in India experienced the highest growth rate of women entrepreneurs with 18% in 2001.

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". Over 1.2 billion people reside in India which makes it the second most populous country after China. 48.5% of population is consisting of women in which only 65.46% females are literate compared to 82.14% of males according to 2011 census.

The Female Work Participation Rate (FWPR) in 1991 was at 22.3 to 25.6% in 2001. Women constitute around 26.1% and 13.8% of all rural worker & urban workers respectively. The Gender Development Index (GDI) and the Gender Empowerment Index (GEI) are the two basic parameters of women’s development. The GDI scores estimated for India were 0.514 in 1996 and 0.590 in 2006 showing an increase of 0.076 points. India ranked towards the bottom of the 134 countries, with a ranking of 113, on the 2011 Global Gender Gap Index (According to Global Gender Gap Report of the World Economic Forum).

In context of Indian Economy, women entrepreneurs contribute significantly. There are near about three million micro, small, and medium enterprises (MSME) which are wholly or partially owned by female. Collectively, these women-owned enterprises contribute 3.09 percent of industrial output and employ over 8 million people. Approximately, 78 percent of women enterprises belong to the services sector. Women entrepreneurship is highly deviated towards smaller sized firms, since about 98 percent of women-owned businesses are micro-enterprises. As with the broader MSME sector, access to formal finance is a key barrier to the growth of women-owned businesses, leading to over 90 percent of finance requirements being met through informal sources (Vijaykumar and Naresh et al., 2013).

In a developing economy like India small scale industry is a kind of way forward for the growth and development of a nation. After the independence, with the advent of planning process, India experienced quite excellent results in terms of creating employment, increasing production and contribution in the global market in terms of major export units as well. As India also have a poverty ridden population in this case as well, SSI proved to be better way to sustain and as a source of income.

The study is important because Women entrepreneurship has been making a significant impact on the economy in India and in other parts of the world. Better risk taking abilities and social and cultural development are encouraging more and more
women to become entrepreneurs. But women face many problems and challenges when they decide to become entrepreneur. There are many social and financial constraints which make their work difficult.

So there are many questions which need to be answered to have better women entrepreneurs which may create more employment opportunities in the country.
1. How successful are the women entrepreneurs in India?
2. What is their role in creating employment in the Delhi State?
3. What are the problems faced by them related with finance, crime and government agencies in running their business?
4. How can they overcome these problems?

So this research is conducted to answer the above questions.

This Ph.D. thesis is divided into six chapters. Chapter first gives brief introduction of entrepreneurship, followed by the existing scenario of women entrepreneurs in India and their importance in the growth and development of an economy, concluding with the problem they are facing in this regard. Chapter second describes the Role of Micro, Medium and Small Enterprises (MSMEs) in the development of women entrepreneurs. Chapter third covers the available studies highlighting the importance of women entrepreneurs, problem and prospects faced by women entrepreneurs, importance of women entrepreneurs in the development of a nation and world as a whole and the case studies specific to some regions of India and world as well. Chapter fourth highlights the research framework and methodology adopted for this study, briefly describes the need of the study, objectives & methodology adopted for data collection and data analysis tools used in this study. Chapter five is dedicated for showing the analysis and interpretation of the data collected and the results of the hypothesis set in lieu of findings of this study. Chapter six summarises the conclusion derived out of the findings of this study and the suggestion and recommendation for the improvement of better future of women entrepreneurs with respect of bringing prosperity in the nation.

The present study has been undertaken to highlight that section of women who are working, the women who choose to earn for their family and for themselves, the women who are not confined in the four walls of the house. Now women are using
their knowledge and skills and have started taking business initiative as a career. The objectives of the study are as follows:

1. To examine the progress of Women Entrepreneurship in India.
2. To study the performance of women entrepreneurs in Delhi State.
3. To study the major type of businesses owned by women entrepreneurs in Delhi State.
4. To evaluate the role of women entrepreneurs in the creation of employment in Delhi State.
5. To examine the problems and challenges faced by Women Entrepreneurs in Delhi State.
6. To suggest measures to overcome the problems and challenges faced by Women Entrepreneurs of Delhi State.

In this study, the present situation of women entrepreneurs and the obstacles to their growth in Delhi and India has been analyzed through a comparative analysis i.e. by comparing the present situation and obstacles to growth of both male and female entrepreneurs. The present situation of the firms is studied by analyzing the size of the firm through sales operated by male and women entrepreneurs, the number of employees working in the firm operated by male and women entrepreneurs, the type of business in which they are involved i.e. different sectors and industries in which male and female entrepreneurs operates, the investment done by male and female entrepreneurs in enhancing production activity and Research & Development, the firms of male and female entrepreneurs operating at optimum level which is studied by their optimal employment level, by studying their behavior towards production technology and information technology, the percentage share of total productivity that is sold domestically and the percentage of sale that is exported.

The factors effecting the growth of women entrepreneurs has also been studied by doing a comparative analysis of the perception of business environment constraints for male and female entrepreneurs.

The data has been collected in secondary form from the enterprise survey that has been done by the World Bank in the year 2006 in India. The data collected was in
stata format and has been converted to SPSS format for the analysis. Different analysis has been done in this study by analyzing this data to understand the business environment and firm’s performances in the country and with special reference to Delhi state.

The different hypotheses formed for the study are as follows:

1. Hypothesis-1: There is no significant difference in size of firms across male owned firms and female owned firms.

2. Hypothesis-2: There is no significant difference in type of business operated by male and female entrepreneurs.

3. Hypothesis-3: Male owned firms and female owned firms perform similarly on various performance indicators –innovation, investment, technology adoption, level of operations, profits, domestic sales and export.

4. Hypothesis-4: There is no significant difference across male owned firms and female owned firms in generating employment.

5. Hypothesis-5: Male owned firms and female owned firms face similar business constraints in the operation and growth of their business.

To analyze the data different statistical tools were used. Descriptive statistics, Chi-square test, Analysis of Variance, Factor analysis technique were applied for testing different hypotheses.

Through this comparative study about male and female entrepreneurs of Delhi and India, the following important facts have been found:

- Female owned enterprises are smaller in size as compared to male owned enterprises in India.

- Majority of male entrepreneurs either own small size firms or large size firms and majority of female entrepreneurs own medium sized firms in Delhi.

- Male owned firms and female owned firms differ significantly in various sectors in India.

- Male entrepreneurs and female entrepreneurs in various sectors in Delhi do not differ to a greater extent.
Abstract

- Percentage of female entrepreneurs is less than that of male entrepreneurs in service sector and construction sector in India.
- Percentage of male entrepreneurs is more in manufacturing sector in Delhi.
- Female entrepreneurs are more in service sector as compared to male entrepreneurs in Delhi.
- Male owned firms and female owned firms differ significantly in various industries in India.
- There is no significant difference in male owned firms and female owned firms in various industries in Delhi.
- Percentage of male entrepreneurs is more in industries like construction, wood and furniture, paper and retail and wholesale trade in India.
- Percentage of female entrepreneurs is more in industries like textile leather, garments, agroindustry, food etc. in India.
- Percentage of female entrepreneurs operating in retail and wholesale, textile industry in Delhi is more than that of male entrepreneurs.
- In Delhi as well as in India, percentage of women entrepreneurs who has developed new product in last three years is more than the male entrepreneurs.
- Percentage of women entrepreneurs in Delhi and India who has upgraded existing product line in last three years is more than the male entrepreneurs.
- Female entrepreneurs reinvest lesser percentage of profit than male entrepreneurs in Delhi and also in India.
- Expenditure on Research and Development for male entrepreneurs is more than that of female entrepreneurs in Delhi and India.
- Expenditure by female entrepreneurs is more on new machinery and equipment in India.
- Expenditure by male entrepreneurs is more on new machinery and equipment in Delhi
- Percentage of women entrepreneurs who has introduced new technology is more in India and less in Delhi than that of male entrepreneurs
- More women entrepreneurs in Delhi as well as in India use e-mail and website to remain connected with their customers and suppliers.
- More female owned firms run at optimal level in Delhi and India.
Male owned firms of India and also of Delhi sell a greater percentage of their produce in domestic market as compared to female owned firms of India.

Female entrepreneurs export more percentage of their produce indirectly as compared to male entrepreneurs in India.

Firms that have number of permanent employees ranging from 100 to 1000, the percentage of female owned firms are more of such firms than that of male owned firms in India.

Permanent employees are more and temporary employees are less in female owned firms in Delhi.

Percentage of female entrepreneurs is more than that of male entrepreneurs for the firms in which the temporary employees is more than 300 in India.

There is significant difference between male and female entrepreneurs in India in facing general constraint in business.

Female entrepreneurs are facing more obstacles in terms of general constraints in doing business than male entrepreneurs in Delhi and India.

Female are facing more problem with regulatory constraints in running their business in Delhi and India.

No significant difference is found in India between male and female entrepreneurs regarding cost of doing business in India.

For female entrepreneurs cost of doing business is a moderate obstacle while for male entrepreneurs cost of doing business is a minor obstacle in Delhi.

Facility of transport, telecommunication and electricity are available in India without any gender discrimination.

In Delhi, facility of transport, telecommunication and electricity is a bigger obstacle for female entrepreneurs.

Therefore, women entrepreneurs is playing a significant role in employment generation and economic development of the country and the need of the hour is that their obstacles must be reduced to minimum by the positive contribution of their husband, family, government and non-government organizations.
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ALIGARH (INDIA)

2014
I would like to dedicate my thesis to

My beloved parents & my would be Soul Mate.

Precious glories of Almighty Allah

"Whose relentless inspiration, support and guidance,
sparked me to accomplish this Zenith of voyage of
research, full of knowledge, wisdom, learning &
memories".
DECLARATION

I, Rameez Iqbal Khan, Department of Agricultural Economics and Business Management, certify that the work embodied in this Ph.D. thesis is my own work carried out by me under the supervision of Dr. Rais Ahmad, Professor, Department of Agriculture Economics and Business Management, Aligarh Muslim University, Aligarh. The matter embodied in this Ph.D. thesis has not been submitted for the award of any other degree.

I declare that I have faithfully acknowledged, given credit to and referred to the researchers wherever their works have been cited in the text and the body of the thesis. I further certify that I have not willfully lifted up some other’s work, para, text, data, result, etc. reported in the journals, books, magazines, reports, dissertations, theses, etc., or available at websites and included them in this Ph.D. thesis and cited as my own work.

August 25, 2014

(Rameez Iqbal Khan)
CERTIFICATE

This is to certify that the thesis entitled "The Role of Women Entrepreneurs in Creation of Employment - A Case Study of Delhi State", submitted to the Department of Agricultural Economics & Business Management, Faculty of Agricultural Sciences, Aligarh Muslim University in partial fulfillment of the requirements for the award of Ph.D. in AEBM is a record of original work done by Mr. Rameez Iqbal Khan (En No. GC-6391) during the period of his study in the Department under my supervision and guidance.

To the best of my knowledge and belief, this thesis has not been used anywhere else for a similar purpose.

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This is to certify that Mr. Rameez Iqbal Khan (En No. GC-6391) has completed the following formalities successfully which are required for the submission of a Ph.D. thesis as per the university ordinances.

- Completion of the course work
- Presentation of pre-submission seminar
- Publication of at least one paper from the thesis

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August 25, 2014

(Rameez Iqbal Khan)
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Date- 25th August, 2014

Rameez Iqbal Khan
## CONTENTS

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declaration by Candidate</td>
<td>i</td>
</tr>
<tr>
<td>Certificate by Supervisor</td>
<td>ii</td>
</tr>
<tr>
<td>Certificate by Chairman</td>
<td>iii</td>
</tr>
<tr>
<td>Copyright Transfer Certificate</td>
<td>iv</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>v-vi</td>
</tr>
<tr>
<td>Contents</td>
<td>vii-ix</td>
</tr>
<tr>
<td>List of Tables</td>
<td>x-xi</td>
</tr>
<tr>
<td>List of Figures</td>
<td>xii-xiii</td>
</tr>
</tbody>
</table>

**Chapter - 1 INTRODUCTION**

1.1 Definition of Entrepreneurship                              | 1-3      |
1.2 Role of Entrepreneurship in Economic Growth of an Economy   | 3-4      |
1.3 Current Scenario of Entrepreneurship in India               | 4-7      |
1.4 Status of Women in India                                     | 7-11     |
1.5 Women Entrepreneurship in India                              | 11-16    |
1.6 Successful Women Entrepreneurs of India                     | 16-22    |
1.6.1 Categories of Women Entrepreneurs:                         | 17       |
1.6.2 Category of Women Entrepreneurs in India                  | 17       |
1.6.3 India’s 15 Most Successful Female Entrepreneurs           | 17-22    |
1.7 Important Characteristics Essential for Entrepreneurs       | 22-25    |
1.8 Impact of Women Entrepreneurship in Indian Economy           | 25-28    |
1.9 Role of Government in Improving the Condition of Women      | 29-31    |
Entrepreneurs in India                                           |
1.10 Problems Faced by Women Entrepreneurs                       | 31-35    |
<table>
<thead>
<tr>
<th>Chapter -- 2 MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) AND WOMEN ENTREPRENEURSHIP</th>
<th>36-57</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Overview</td>
<td>36-39</td>
</tr>
<tr>
<td>2.2 Micro, Small &amp; Medium enterprises – Concept, Definition and Scope.</td>
<td>39-43</td>
</tr>
<tr>
<td>2.2.1 Scope of MSMEs</td>
<td>40</td>
</tr>
<tr>
<td>2.2.2 Concept of MSMEs</td>
<td>40-41</td>
</tr>
<tr>
<td>2.2.3 Definition of Small Scale Industries Existing in Some Countries</td>
<td>41-43</td>
</tr>
<tr>
<td>2.3 Distinction Between Industries (Medium and Large) and Small scale industries</td>
<td>43-47</td>
</tr>
<tr>
<td>2.4 Importance of Small Businesses</td>
<td>47-48</td>
</tr>
<tr>
<td>2.5 Characteristics and Classification of MSMEs</td>
<td>49-50</td>
</tr>
<tr>
<td>2.5.1 Characteristics of Small Industries</td>
<td>49</td>
</tr>
<tr>
<td>2.5.2 Classification of Small Industries in India</td>
<td>49-50</td>
</tr>
<tr>
<td>2.6 Role of Small Scale Industry in Country’s Growth and Experience</td>
<td>51-52</td>
</tr>
<tr>
<td>2.7 Women Development through MSMEs</td>
<td>52-53</td>
</tr>
<tr>
<td>2.8 Profile of the Women Micro Entrepreneur and Factors Affecting the Choices</td>
<td>53-57</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter -- 3 LITERATURE REVIEW</th>
<th>58-98</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Studies on Development of Women Entrepreneurship</td>
<td>58-62</td>
</tr>
<tr>
<td>3.2 Studies on the Progress of Women Entrepreneurship in India</td>
<td>62-66</td>
</tr>
<tr>
<td>3.3 Studies on Importance of Women Entrepreneurs in Economic Development of a Nation</td>
<td>66-69</td>
</tr>
<tr>
<td>3.4 Studies on Factors Responsible for Motivating Women to Enter into Entrepreneurship</td>
<td>69-74</td>
</tr>
<tr>
<td>3.5 Studies on Rural Women Entrepreneurship.</td>
<td>74-76</td>
</tr>
<tr>
<td>3.6 Case Studies of Women Entrepreneurs</td>
<td>76-81</td>
</tr>
<tr>
<td>3.7 Studies on Problems and Prospects of Women Entrepreneurs</td>
<td>81-86</td>
</tr>
<tr>
<td>3.8 Studies on Impact of Micro, Small &amp; Medium Enterprises on Women to Enter into Business Ventures</td>
<td>86-88</td>
</tr>
<tr>
<td>3.9 Studies on the Importance of Women Entrepreneurs</td>
<td>89-90</td>
</tr>
<tr>
<td>Section</td>
<td>Pages</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>3.10 Studies on Comparative Analysis of Women Entrepreneurs of Different Regions of the World</td>
<td>90-94</td>
</tr>
<tr>
<td>3.11 Studies Showing Government’s Initiative for Women Entrepreneurs</td>
<td>94-96</td>
</tr>
<tr>
<td>3.12 Studies on Effect of Women Entrepreneurship on Employment Rate</td>
<td>96-98</td>
</tr>
<tr>
<td><strong>Chapter – 4 METHODOLOGY AND FRAMEWORK</strong></td>
<td>99-111</td>
</tr>
<tr>
<td>4.1 Need of the Study</td>
<td>99</td>
</tr>
<tr>
<td>4.2 Objectives of The Study</td>
<td>100</td>
</tr>
<tr>
<td>4.3 Background</td>
<td>100-101</td>
</tr>
<tr>
<td>4.4 Data Collection</td>
<td>101-102</td>
</tr>
<tr>
<td>4.5 Profile of Enterprises</td>
<td>102-103</td>
</tr>
<tr>
<td>4.6 Null Hypothesis</td>
<td>104-105</td>
</tr>
<tr>
<td>4.7 Variables Used in Hypothesis Testing</td>
<td>105-108</td>
</tr>
<tr>
<td>4.8 Data Analysis Techniques</td>
<td>109-110</td>
</tr>
<tr>
<td>4.9 Limitations of the Study</td>
<td>110-111</td>
</tr>
<tr>
<td><strong>Chapter 5 ANALYSIS OF DIFFERENCE IN ENTREPRENEURSHIP BY GENDER</strong></td>
<td>112-162</td>
</tr>
<tr>
<td>5.1 Analysis of Hypothesis: 1</td>
<td>112-116</td>
</tr>
<tr>
<td>5.2 Analysis of Hypothesis: 2</td>
<td>116-125</td>
</tr>
<tr>
<td>5.3 Analysis of Hypothesis: 3</td>
<td>125-147</td>
</tr>
<tr>
<td>5.4 Analysis of Hypothesis: 4</td>
<td>147-155</td>
</tr>
<tr>
<td>5.5 Analysis of Hypothesis: 5</td>
<td>155-162</td>
</tr>
<tr>
<td><strong>Chapter 6: CONCLUSION AND SUGGESTIONS</strong></td>
<td>163-168</td>
</tr>
<tr>
<td>6.1 Conclusion</td>
<td>163-166</td>
</tr>
<tr>
<td>6.2 Suggestions</td>
<td>166-167</td>
</tr>
<tr>
<td>6.3 Recommendations for Future Study</td>
<td>167-168</td>
</tr>
<tr>
<td>REFERENCES</td>
<td>169-182</td>
</tr>
<tr>
<td>APPENDICES</td>
<td></td>
</tr>
<tr>
<td><strong>Appendix-I: Published Paper from Thesis</strong> (A Study of Women Entrepreneurship Development in India)</td>
<td>xiv-xxxiv</td>
</tr>
<tr>
<td><strong>Appendix-II: Questionnaire Used by the World Bank for Enterprises Survey of India 2006.</strong></td>
<td>-</td>
</tr>
</tbody>
</table>
List of Tables

<table>
<thead>
<tr>
<th>NO.</th>
<th>NAME OF TABLES</th>
<th>PAGE NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Prevalence Rates of Entrepreneurial Activity across Countries by Gender 2006</td>
<td>14-15</td>
</tr>
<tr>
<td>1.2</td>
<td>Personality Traits of Women Entrepreneurs</td>
<td>25</td>
</tr>
<tr>
<td>1.3</td>
<td>Women Work Participation Rate</td>
<td>26</td>
</tr>
<tr>
<td>1.4</td>
<td>Gender Related Development Index and Its Component</td>
<td>27-28</td>
</tr>
<tr>
<td>1.5</td>
<td>Women Entrepreneurs in Different States of India</td>
<td>28</td>
</tr>
<tr>
<td>2.1</td>
<td>Scope of Small Industry in Selected Countries</td>
<td>40</td>
</tr>
<tr>
<td>2.2</td>
<td>Distinction between Industries (Medium and Large Industries) and Small Scale Industries</td>
<td>44-47</td>
</tr>
<tr>
<td>2.3</td>
<td>Competitive advantage of Small businesses</td>
<td>48</td>
</tr>
<tr>
<td>2.4</td>
<td>Small-Scale Sector Growth over the Years</td>
<td>51-52</td>
</tr>
<tr>
<td>4.1</td>
<td>Ownership Percentage Male vs. Female of India</td>
<td>103</td>
</tr>
<tr>
<td>4.2</td>
<td>Ownership Percentage Male vs. Female of Delhi</td>
<td>103</td>
</tr>
<tr>
<td>4.3</td>
<td>Age of the Firms Owned by Male and Female in India</td>
<td>103</td>
</tr>
<tr>
<td>5.1</td>
<td>Difference in Male and Female Owned Enterprises by Sales Turnover in India</td>
<td>112</td>
</tr>
<tr>
<td>5.2</td>
<td>Difference in Male and Female Owned Enterprises by Sales Turnover in Delhi</td>
<td>113</td>
</tr>
<tr>
<td>5.3</td>
<td>Difference in Male and Female Owned Enterprises in Various Sectors in India</td>
<td>117</td>
</tr>
<tr>
<td>5.4</td>
<td>Difference in Male and Female Owned Enterprises in Various Sectors in Delhi</td>
<td>118</td>
</tr>
<tr>
<td>5.5</td>
<td>Difference in Male and Female Owned Enterprises in Various Industries in India</td>
<td>120</td>
</tr>
<tr>
<td>5.6</td>
<td>Difference in Male and Female Owned Enterprises in Various Industries in Delhi</td>
<td>121</td>
</tr>
<tr>
<td>5.7</td>
<td>Difference in Male and Female Owned Enterprises Regarding Initiative of Developing New Product Line in Last Three Years in India</td>
<td>126</td>
</tr>
<tr>
<td>5.8</td>
<td>Difference in Male and Female Owned Enterprises Regarding Initiative of Up-Gradation of Existing Product Line in Last Three Years in India</td>
<td>127</td>
</tr>
<tr>
<td>5.9</td>
<td>Difference in Percentage of Net Profit Reinvested by Male And Female Owned Enterprises in India</td>
<td>128</td>
</tr>
<tr>
<td>5.10</td>
<td>Difference in Spending on R&amp;D (in Lakhs) by Male And Female Owned Enterprises 1 Year Ago in India</td>
<td>129</td>
</tr>
<tr>
<td>5.11</td>
<td>Difference in Expenditure on New Machinery &amp; Equipment (in Lakhs) by Male and Female Owned Enterprises 1 Year Ago in India</td>
<td>129</td>
</tr>
<tr>
<td>5.12</td>
<td>Difference in New Technology Introduced by Male And Female Owned Enterprises in Last Three Years in India</td>
<td>130</td>
</tr>
<tr>
<td>5.13</td>
<td>Difference in Use of e-mail for Business with Clients &amp; Suppliers by Male and Female Owned Enterprises in India</td>
<td>131</td>
</tr>
<tr>
<td>5.14</td>
<td>Difference in Use of Website for Business with Clients &amp; Suppliers by Male and Female Owned Enterprises in India</td>
<td>132</td>
</tr>
<tr>
<td>Section</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>---------</td>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>5.15</td>
<td>Difference in Level of Operation in Male and Female Owned Enterprises in India</td>
<td>133</td>
</tr>
<tr>
<td>5.16</td>
<td>Difference in Percentage of Sales Sold Domestically, Exported Directly and Exported Indirectly by Male and Female Owned Enterprises in India</td>
<td>134</td>
</tr>
<tr>
<td>5.17</td>
<td>Difference in Male and Female Owned Enterprises Regarding Initiative of Developing New Product Line in Last Three Years in Delhi</td>
<td>136</td>
</tr>
<tr>
<td>5.18</td>
<td>Difference in Male and Female Owned Enterprises Regarding Initiative of Up-Gradation of Existing Product Line in Last Three Years in Delhi</td>
<td>137</td>
</tr>
<tr>
<td>5.19</td>
<td>Difference in Net Profit Reinvested by Male And Female Owned Enterprises in Delhi</td>
<td>138</td>
</tr>
<tr>
<td>5.20</td>
<td>Difference in Spending on R&amp;D (in Lakhs) by Male and Female Owned Enterprises 1 Year Ago in Delhi</td>
<td>139</td>
</tr>
<tr>
<td>5.21</td>
<td>Difference in Expenditure on New Machinery &amp; Equipment (in Lakhs) by Male and Female Owned Enterprises 1 Year Ago in Delhi</td>
<td>139</td>
</tr>
<tr>
<td>5.22</td>
<td>Difference in New Technology Introduced by Male And Female Owned Enterprises in Last Three Years in Delhi</td>
<td>140</td>
</tr>
<tr>
<td>5.23</td>
<td>Difference in Use of e-mail for Business with Clients &amp; Suppliers by Male and Female Owned Enterprises in Delhi</td>
<td>141</td>
</tr>
<tr>
<td>5.24</td>
<td>Difference in Use of Website for Business With Clients &amp; Suppliers by Male and Female Owned Enterprises in Delhi</td>
<td>142</td>
</tr>
<tr>
<td>5.25</td>
<td>Difference in Level of Operation in Male and Female Owned Enterprises in Delhi</td>
<td>143</td>
</tr>
<tr>
<td>5.26</td>
<td>Difference in Percentage of Sales Sold Domestically, Exported Directly and Exported Indirectly by Male and Female Owned Enterprises in Delhi</td>
<td>144</td>
</tr>
<tr>
<td>5.27</td>
<td>Difference in Number of Permanent Employees of Male and Female Owned Enterprises in India</td>
<td>148</td>
</tr>
<tr>
<td>5.28</td>
<td>Difference in Number of Temporary Employees of Male and Female Owned Enterprises in India</td>
<td>149</td>
</tr>
<tr>
<td>5.29</td>
<td>Difference in Number of Permanent Employees of Male and Female Owned Enterprises in Delhi</td>
<td>151</td>
</tr>
<tr>
<td>5.30</td>
<td>Difference in Number of Temporary Employees of Male and Female Owned Enterprises in Delhi</td>
<td>152</td>
</tr>
<tr>
<td>5.31</td>
<td>Factor Analysis of Different Variables of Business Environment Constraints</td>
<td>156-157</td>
</tr>
<tr>
<td>5.32</td>
<td>ANOVA Statistics for INDIA: Male and Female Entrepreneurs and Business Constraints</td>
<td>157</td>
</tr>
<tr>
<td>5.33</td>
<td>ANOVA Statistics for Delhi: Male and Female Entrepreneurs and Business Constraints</td>
<td>158</td>
</tr>
<tr>
<td>NO.</td>
<td>NAME OF FIGURE</td>
<td>PAGE NO.</td>
</tr>
<tr>
<td>------</td>
<td>-------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>2.1</td>
<td>Classification of Small Industries in India</td>
<td>50</td>
</tr>
<tr>
<td>4.1</td>
<td>Factors used for testing the Hypotheses</td>
<td>104</td>
</tr>
<tr>
<td>5.1</td>
<td>Percentage Difference in Male and Female Owned Enterprises by Sales Turnover in India</td>
<td>113</td>
</tr>
<tr>
<td>5.2</td>
<td>Percentage Difference in Male and Female Owned Enterprises by Sales Turnover in Delhi</td>
<td>114</td>
</tr>
<tr>
<td>5.3</td>
<td>Percentage Difference in Male and Female Owned Enterprises in Various Sectors in India</td>
<td>117</td>
</tr>
<tr>
<td>5.4</td>
<td>Percentage Difference in Male and Female Owned Enterprises in Various Sectors in Delhi</td>
<td>118</td>
</tr>
<tr>
<td>5.5</td>
<td>Percentage Difference in Male and Female Owned Enterprises in Various Industries in India</td>
<td>121</td>
</tr>
<tr>
<td>5.6</td>
<td>Percentage Difference in Male and Female Owned Enterprises in Various Industries in Delhi</td>
<td>122</td>
</tr>
<tr>
<td>5.7</td>
<td>Initiative of Developing New Product Line in Last Three Years in India</td>
<td>126</td>
</tr>
<tr>
<td>5.8</td>
<td>Existing Product Line Upgraded by Male and Female Entrepreneurs in India</td>
<td>127</td>
</tr>
<tr>
<td>5.9</td>
<td>Net Profit Reinvested by Male and Female Entrepreneurs</td>
<td>128</td>
</tr>
<tr>
<td>5.10</td>
<td>New Technology Introduced in Last Three Years by Male and Female Entrepreneurs in India</td>
<td>130</td>
</tr>
<tr>
<td>5.11</td>
<td>Use of e-mail for Business with Clients &amp; Suppliers by Male and Female Entrepreneurs in India</td>
<td>131</td>
</tr>
<tr>
<td>5.12</td>
<td>Use of Website for Business with Clients &amp; Suppliers by Male and Female Entrepreneurs in India</td>
<td>132</td>
</tr>
<tr>
<td>5.13</td>
<td>Level of Operation in Male and Female Owned Enterprises in India</td>
<td>133</td>
</tr>
<tr>
<td>5.14</td>
<td>Sales Percent by Male Entrepreneurs (India)</td>
<td>134</td>
</tr>
<tr>
<td>5.15</td>
<td>Sales Percent by Female Entrepreneurs (India)</td>
<td>135</td>
</tr>
<tr>
<td>5.16</td>
<td>Initiative of Developing New Product Line in Last Three Years by Male and Female Entrepreneurs in Delhi</td>
<td>136</td>
</tr>
<tr>
<td>5.17</td>
<td>Up-Gradation of Existing Product Line in Last Three Years by Male and Female Entrepreneurs in Delhi</td>
<td>137</td>
</tr>
<tr>
<td>5.18</td>
<td>Net Profit Reinvested by Male and Female Owned Enterprises in Delhi</td>
<td>138</td>
</tr>
<tr>
<td>5.19</td>
<td>New Technology Introduced by Male and Female Entrepreneurs in Last Three Years in Delhi</td>
<td>140</td>
</tr>
<tr>
<td>5.20</td>
<td>Use of e-mail for Business with Clients &amp; Suppliers by Male and Female Entrepreneurs in Delhi</td>
<td>141</td>
</tr>
<tr>
<td>5.21</td>
<td>Use of Website for Business with Clients &amp; Suppliers by Male and Female Entrepreneurs in Delhi</td>
<td>142</td>
</tr>
<tr>
<td>5.22</td>
<td>Level of Operation in Male and Female Owned Enterprises in Delhi</td>
<td>143</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>5.23</td>
<td>Sales Percent by Male Entrepreneurs (Delhi)</td>
<td>144</td>
</tr>
<tr>
<td>5.24</td>
<td>Sales Percent by Female Entrepreneurs (Delhi)</td>
<td>145</td>
</tr>
<tr>
<td>5.25</td>
<td>Percentage Difference in Number of Permanent Employees of Male and Female Owned Enterprises in India</td>
<td>148</td>
</tr>
<tr>
<td>5.26</td>
<td>Percentage Difference in Number of Temporary Employees of Male and Female Owned Enterprises in India</td>
<td>149</td>
</tr>
<tr>
<td>5.27</td>
<td>Percentage Difference in Number of Permanent Employees of Male and Female Owned Enterprises in Delhi</td>
<td>151</td>
</tr>
<tr>
<td>5.28</td>
<td>Percentage difference in Number of Temporary Employees of Male and Female Owned Enterprises in Delhi</td>
<td>152</td>
</tr>
<tr>
<td>5.29</td>
<td>Difference in Severity of Business Constraints between Male and Female owned Enterprises in India</td>
<td>157</td>
</tr>
<tr>
<td>5.30</td>
<td>Difference in Severity of Business Constraints between Male and Female owned Enterprises in Delhi</td>
<td>159</td>
</tr>
</tbody>
</table>
CHAPTER-1

Introduction
1.1 Definition of Entrepreneurship

Entrepreneurship is the constitution of two basic French words “Entree” “To entre” and “Prendre” “To take” and in general it refers to any person starting a new project or trying a new opportunity. In the early 16th century applied to those who were engaged in military expeditions. In 17th century it was expanded to cover civil engineering activities such as construction and fortification. Since, then the term entrepreneur is used in various ways (Shodh, Samiksha & Mulyankan, 2009). An entrepreneur is a person who combines capital and labour for production. According to Cantillion "entrepreneur is the agent who buys means of production at certain prices, in order to sell at prices that are certain at the moment at which he commits himself to his cost".

According to P.F Drucker, an entrepreneur is one who always:

(1) Searches for change
(2) Responds to it
(3) Exploits it as an opportunity.

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”.

The ability and aspiration to do something different or making an addition into business world by developing, organizing and managing a business venture aiming to earn more & more profit along with the risks associated with them.

In Economics, Entrepreneurship is meant to be summed up with land, labour, natural resources and capital which can produce profit. Entrepreneurial acumen is characterized by ability and strength to take risk and innovation and it has crucial role to play in the overall development of a nation and to get into forefront to compete in the global competitive market (www.businessdictionary.com).

According to Professor Howard Stevenson, the godfather of entrepreneurship studies at Harvard Business School “entrepreneurship is the pursuit of opportunity beyond resources controlled”.

“Pursuit” refers to the sole single focus. Entrepreneurs often encounter a short span of time to grasp the short window opportunity. In the initial period of their
business set up is to bring tangible progress to attract resources and to maintain limited cash balance for the long run establishment of an organisation.

"Opportunity" implies for a one or four ways of offerings:

1) Introducing totally innovative product.
2) Making new business model.
3) Producing a cheaper product of an existing one.
4) Targeting an existing product to new group of consumers.

"Beyond resources controlled" means resource constraints. At the initial establishment stage of new business venture, the founder only concerned about their own human, social and financial capital. They just confine their association with the isolated shell of funding and resource control which is needed for the self sustaining the business. They must expand their ground of control for the better results because the venture will require more production facilities, working capital, distribution channels etc.

In simple terms Entrepreneurship is the process of setting up new business or other organization. In recent years, the term “entrepreneurship” deviated from its origin, which was earlier confined to business now started including social and political activity. Entrepreneurship sometimes also referred as intrapreneurship, extension of business within an organisation or firms and may involve corporate ventures where large entities segregate into sub-organization (Shane, 2000). Entrepreneurs are the persons who are willing to take risk and have an acumen to take initiatives, ability to take advantage of prevailing market opportunities by planning, organizing and employing resources (Deakins & Freel, 2012), often by innovating new or improving existing products (Johnson, 2005). Contemporarily, the term entrepreneurship has been associated with a specific psychological mindset consisting of entrepreneurial initiatives and ability to take risk in the form of social entrepreneurship, political entrepreneurship or knowledge entrepreneurship.

In recent scenario entrepreneurship has been witnessing as a major economic growth driver in both U.S. and Western Europe. In U.S. it’s a common activity, half of all working men used to get engaged in self-employment or business venture after their retirement (Paul, 2007). An entrepreneurial activity varies according to the type of organization and creativity involved in setting up business. It ranges in scale from single owned projects, part- time jobs and large scale undertakings that create many
jobs. Many business ventures needs a lump sum financial support in order to set up large business organizations (Mark & Robert, 2000).

According to Schumpeter, an Entrepreneur is willing and has an ability to convert a new idea or invention into a successful innovation. Entrepreneurship is an ideology based upon the ability and zeal to take risk (Knight, 2005). The entrepreneur who wants to pursue entrepreneurship as his/her career and ready to give up all their financial assets, time & capital for the sake of new idea without knowing its pros and cons of an uncertain venture.

1.2 Role of Entrepreneurship in Economic Growth of an Economy

Entrepreneurship has a very important role to play in the economic development of a country. It relates to the range of activities of setting up a new business or reviving an existing venture so as to extract advantages from new opportunities. This reflects that entrepreneurs have a very important role to play in shaping an economy by creating new wealth, new opportunities and new jobs, by inventing new products and services. Entrepreneurship is an ideology, deals with state of mind, which develops naturally, based on ones surrounding and experiences, which makes him/her to think about life and career in a given way. It is not only about money making notion, knowing to play with best sales pitch, applying the best marketing strategy. But in reality it's an attitude to create new activity which creates value in the entire social fraternity of planet.

The other side of the coin entrepreneurship is the second name of innovation, it's the submergence of idea, creation, risk, addition into productive - socially, economically and politically. Entrepreneurs helps the economy to move forth towards development by creating opportunities for employment, production, generation of income and increase in the better standard of living leading to overall increase in GDP of country. In short, entrepreneurship has a very crucial role to play in the economic development of a country.

The turning wheel of an era, world is stepping into the period where entrepreneurship has been upsurge to play a more important role. The three reasons signifying for this change, depending on the type of country are:
Firstly, the picture of western countries, the development of an economy from 1970s to 2000, is just due to successful establishments on big business and mass production, has given way to a so called entrepreneurial economy.

Secondly, the case of anchoring economy, per say the BRICS- Brazil, Russia, India, China and Sri Lanka – tremendously marked the booming economic growth by comprising a number of entrepreneurial revolutions. The only thing of concern in these economy is to stabilize growth through appropriate accessibility to resources, knowledge, markets stand keeping pace balancing on innovative entrepreneurship.

Lastly, the less developed countries, which are dependent on aid and grants for their developmental projects shifting their focus on making more investment in private sector development. In most of these countries, population belongs to younger generation and lacking in getting job with decent wages. In this case promotion of entrepreneurship for youths has become essential policy objectives for many developmental organizations.

Entrepreneurship is very essential for the development of both developed nations and developing nations. It is instrumental in balancing the circular flow of economic development. Every country wants to attain economic development for prosperity and better standard of living of people. This signifies that participation of both men and women is important in economic activities for the overall development of a nation. But, the women in India have to undergo many struggles against the equality and acceptance in carrying out economic activities or undertaking any entrepreneurship work.

1.3 Current Scenario of Entrepreneurship in India

Before accession of economic reforms in India, Indian business market was surrounded by number of restrictive policies i.e. licensing, government controls and proper evaluation of the bureaucratic system.

After the introduction of economic reforms in 1991, the economy of India undergone a numerous changes due to the expansion of market globally and changes in various policies and programs regarding working of an economy. Now, government of India liberalized the economic arena due to the changing phase of
competition. Initiation of liberalisation, Globalisation & Privatisation forced the Indian market to change the existing system of bureaucracy and market functioning.

Whereas before 1991, the Indian market was captured by the cottage & small industries and family business and had been working within the isolated framework of domestic market competition, after this there is tremendous brought up in the economy, now the market took a toll and reversed the prevailing structure and composition of the Indian economy. Now, internal market faced competition from MNCs that had advanced technologies, strong financial grip and outsourced managerial source which paced the level of competition in an international market.

The roots of entrepreneurship is very primitive phenomena existing since, the beginning of civilisation of Indian settlements, but Entrepreneurship has been on the rise as an essential economic phenomena at the global level much before it appeared in an Indian economic history. Now-a-days the ideology and importance of entrepreneurship spurred the awareness of development associated with the entrepreneurship, and this results in making our nation in some of the fastest growing economy as compared to other Asian countries.

The reason for this unpredictable growth in the entrepreneurial economy in a country is mainly because of the growing unemployment mainly among youths, pressurising the government to introduce policies for encouraging micro and small business development, to balance the unemployment with respect to exploding population in an economy.

During the global financial crisis, the global economy slowed down in respect of new opportunities and India is also affected by the threat of this global financial trauma where downsizing has become a fate of many countries. Due to this disastrous monetary crisis in the business start-up decisions and new set ups of business ventures disappeared in the mind-sets, suddenly started taking shape again after 10 years clicking the aspiring entrepreneurs to hit the right time and right opportunity to set up new business ventures. Now the era has been changed, these days in the educational institutions as well the entrepreneurship has been encouraged among the youths as a career. This is indeed a very gradual process but various courses have been introduced in their curriculum to nurture them with the idea of entrepreneurship in their mind-set.
Considering these changes, through farsighted viewpoint, the average Indian entrepreneur is expected to be of 29 years in 2020 as compared to 48 in USA and 37 years in China. This estimation will not let us get surprised, due to the marked up awareness of youth population regarding entrepreneurship and increasing number of entrepreneurs in the coming decades.

In this pacing change state governments have not stayed back in playing their part. National Entrepreneurship Policy is in the planning process to make this process at ease, which currently need inputs and ideas to finalise this procedure. A 32 page draft prepared by the Ahmadabad based Entrepreneurship development Institute in India, which is not the full-fledged decorum of entrepreneurial activities including financial assistance and skill development programs etc. The state government of Kerala also launched an entrepreneurship schemes- for students at different educational institutions for providing assistance who approach such centres.

If we look at an individual level, India is on a high rank in terms of increasing number of entrepreneurs but at an institutional level, it has to go a long way. Because the law and governance related to encouragement of entrepreneurship are not very clear and in the process of more crystal clear aims and which needs to be clarified and this is one of the biggest hurdle for Indian mass for the successful entrepreneurial establishments. While in US and Europe they have stronger financial support policies for these kinds of initiation in the field of entrepreneurship. Apart from this the traditional societal mindset of Indian people is also of big concern; they are reluctant of taking risk and accepting change. They have a fear of failure although this stigma has been changing among the new generation. Besides financial problem, lack of technology, awareness, approach to social media etc. are also existing hurdles.

Finally, the funding source and financing system in India was totally debt oriented. The Venture Capital (VC) in India wasn’t so strong until three year ago. But now the picture has been changing both in India and China this issue led to remarkable change and come to an edge of satisfactory results which is somehow making entrepreneurship a bit easy for the people to pursue as a career which ultimately increases the overall GDP of a country and growth and development of an economy.
Thus, entrepreneurship has gained optimum significance in the changing scenario of economy at a global level. And indeed become a tool for the acceleration of an economy not only for India but the Global economy as a whole (Shibong, 2012).

1.4 Status of Women in India

Now-a-days women have not been confined to only four walls of kitchen. They started demanding equal rights and respect from their partners. Since the ages, women had a much subordinated position, lie at the lower strata of the society. Women was known as the weaker sex and supposed to be dependent on men. They don’t enjoy decision making power and liberty to lead an independent life. Women perhaps the world’s underutilized resource, while at least half the brainpower on planet, belongs to women. Despite all these subjugate backlash and social trauma associated with the gender disparity of the social set up of Indian society, women have crossed all these hurdles and achieved an optimum zenith in the main stream.

In India, women have played a very important part in the society from an individual to the nation as a whole; their entrepreneurial capability has not been recognised due to the lower status of women in the society. The government consistently stepping forth for improving the status of women in the society but till fifth five year plan (1974-78) they had welfare oriented approach, it’s in fifth five year plan the policy makers changed their approach from welfare oriented to development oriented approach and empowerment. The development of women became a very crucial part of the plan and policies.

Several policies and programmes have been launched by the government of India for the development of women entrepreneurs in India. It’s in the fitness of things to work for persuading women in respect on their social isolated mind-set as to give equal rights which is solely enshrined in the constitution. Empowerment of women doesn’t mean other become powerless but their thoughts and their value systems lead to the development of a good family, good society and ultimate good nation. And this is true, if a women is empowered her competencies towards decision making will surely influence her family behaviour.

The status of women has a very deep rooted history in our country. She has undergone through numerous changes and phases, which depicts very different
picture of women in our society at different phase of history. In Ancient India spans a vast period 2500BC -250BC which shows that, in ancient time women had a very important and dignitarian status in a society. The primitive material extracted by archaeological excavations vividly depicting the importance of women being in the form of goddesses, which was worshipped by the people of that time. Women were considered as a life giver because of giving birth to children.

The exclusive remains at Mohenjo-Daro, Lothal and Harappa shows the presence of agriculture and commercial trading society at that time and in those excavated antiques it has been clearly marked that women did also had a very important participation in all of these economic activities as well.

Women had been symbolising the prosperity, vegetation and wellbeing of the society, in various manuscript and art-forms, it’s been revealed that the symbol of women used to be posed as the image of power and confidence. The norms and notions revolve around the wellbeing of women strata of society.

Later on, with the degradation of Indus civilisation and the entrance of invaders, conquered the overall state of Indus valley beings and from there and then the structure and composition of harmonized culture and society started changing and hitherto the status of women as well. This was the point of time from where caste system took birth and simultaneously the disappointed status of women as well.

Aryan’s highly hierarchical society was dominated by the Brahmin group, who posed themselves the ruler of all others and having a superior gene and having all political and religious rights. And they revered the Vedas, in which the importance and significance of women was almost erased; few of them who had the knowledge of Rig Veda gives us the information about the superior position of women in early age. Some creation stories where the goddess Aditi gives birth to the earth etc.

But this was the beginning of meshed position of women gradually, now the ideal role of women had been started to be accepted as a beautiful bride and maiden. Now the stereotyping roles has been projected according to the patriarchal norms of society, associated with the women gendered roles and duties. And the beauty, radiance, obedient, marriage, motherhood had become the sole objective of womanhood. She has been socialized to be submissive, subordinate to their parents,
husbands and others. She has been advised not to be aggressive, hostile, outspoken etc. The women role is identified as to sustain, as a good wife, caretaker of family in the absence of head male member, marinating the scared flame burning 24/7. The ritual of worshipping and religious custom has become the burden of women only. In some segments of ancient religious literature the women had some powers for their decision making.

Besides all these subjugation they were enjoying a very important role in economic contribution in ancient India. Because agriculture was the main occupation and almost three generations family used to live together. So, this becomes the very important part in terms of women contribution, due to the large number of members in a family, it became the sole responsibility of women to assist their men folks for creating livelihood. But the society was trapped by patriarchal notions of male dominant society.

Women didn’t have any rights to learn their religious books, they had been considered as the very low grade human being, and were only supposed to serve as an object to please men. Traditionally, Indian society have seen woman as a member of family or a group for overtaking the traits and cut of society not as an individual. They don’t have any individual identity until and unless they were associated with any male member for example their father, husband or son.

Although in Ancient India women do have the equal footing with men. The “woman” conceptualized as “Shakti”. In the famous epics Mahabharata & Ramayana, lots of expression can been found which shows the glorified position of women in a society. Manu, who was the first person to codify laws in India in Manuscript, also gave very important place to women in his writings that women must be honoured properly. But all these notions had gradually tarnished by the process of change in society and leading to the unbearable status of women, where women were not supposed to be the creature with conscience. Later on they were even deprived from rights of education.

Afterwards, with the advent of Muslim ruler, women became more dependent on men. And lots of subjugations in the form of purdha, child marriages and dowry system had taken an important place in a society. And the concern of privacy and
safety critically led to the male dominant society and these norms were also accepted by the other Hindu communities as well. In this way they cut off from the outside world and public affairs. These internally led to weak personality of women.

However some Muslim women ruler also passed during this period but they were not considered as common women, accountable as an exception. And this made other women to stay aback from accepting them as a role model. Nonetheless, the gradual process of the up-gradation in the awareness of women started taking place, though, it was very slow process.

Reaching to pre-independence era, women participation in freedom struggle of a nation led to start up in mind sets of a society. Evidently, the women who belong to the higher section of society do enjoy the better position in respect of lavish life, luxurious lifestyle and may enjoy the position as a higher authority. But could not be able to enjoy any firm decision making positions.

With the advent of Independence, and implication of constitutional rights, women have been given the special provision to be known as equal to men. The Preamble of Indian constitution briefly describes “Justice, Social, Economic and political” and equality of status and of opportunity” which by implication sought to equalize women. Article 14 ensures ‘equality before law’ and Article 15 ‘prohibits any discrimination’. Directive Principles, which concern women directly, have a special bearing on their status. These include:

Article 39 (a) ‘right to an adequate means of livelihood for men and women equally’

Article 39 (d) ‘equal pay for equal work for both men and women’

Article 39 (e) ‘protection of the health and strength of workers – men, women and children from abuse and entry into a vocations unsuited to their age and strength’.

There is many more apart from all those mentioned above, which apparently give equal status to women as men in all the spheres of life. But India is a big country which consists of a number of religion, community, caste, creeds, race etc. having their different religious and social laws and norms. Whereas, in the last few decades the role, ambition and attitude led to a remarkable change. Now women realised their
own prestige, esteem and struggle to seek their individuality which helped them to set forth the paradigm shift in the society as a whole.

1.5 Women Entrepreneurship in India

As far as the women entrepreneurship is concerned, this attained a very important place and diverted the attention of thinkers and researchers, gained a significant place in literature and on rampant. Because women have accomplished remarkable development in their state of mind at different level of society varying from an individual to the global platform, many opportunities have been created for making environment and conditions feasible for them to maintain their work-life balance. The increase in number of women entering into service sector in the last two decades has gradually changed the contemporary scenario of business of today, both literally and figuratively. But still this issue have to been seen from farsighted point of view and have to go a long way.

The importance of role of women entrepreneurs in the process of economic development has been realized from nineties in various parts of the world. Women constitute half of the total population of the world and now one third of entrepreneurs consist of the women entrepreneurs of the world. Today, women entrepreneurship has become an essential movement in many parts of the world because now it has been realised that women entrepreneurship will help in the overall development of an economy and has been accepted in all areas of working. The UN’s report has also affirmed that economic development is associated with the advancement and empowerment of women. In nations, where women have advanced status, economic growth has usually been optimum. Whilst, where women are not advanced, the economy seems to be stagnant.

After 1991, when economic reforms introduced in India with new policies liberalization, globalization and privatization, economy of India has been witnessing a drastic change. India is an emerging economy filled with great entrepreneurial potential. Simultaneously, women involvement in economic activities gained momentum by low work participation rate and excessive involvement in the unorganized sector and employment in informal sector. This vital increment in the number of women enterprise and their participation in the tremendous economic
growth, in the last three decades proved that entrepreneurship is not only the cup of male domain, which was supposed to be the male acumen. The globalisation also helped women by widening market opening the range of economic and social opportunities to women entrepreneurs.

In this dynamic global era, women entrepreneurs have an important role to play to meet the global quest for sustained economic development and social progress of all mankind. Women constitutes half of the sky, apparently their contribution is highly needed for the overall growth and development of entire global fraternity.

Somewhere the societal backlash and patriarchal dominating norms of our country are responsible for this unsatisfactory result. Although Indian women do have potential of becoming entrepreneurs as their inherit qualities proven by some researchers. A report published by ESCAP in 2005 titled “Developing women entrepreneurs in South Asia” pointed out that in India, a majority of women entrepreneurs in SMEs fall within the age group 25-40 years. The skills, traits and capabilities required for becoming entrepreneurs already exist in the Indian women due to the environment and the work they assigned to do in their family work life. The ability to perform several functions of management and administration to regulate their household chores strengthening their power to handling number of things at a time and sharpening their psyche to develop their own vision and style of carrying more than one task at a time. No doubt recently we have various examples as a role model in this sector but they were considered as an exception.

Women entrepreneurs are influenced by both Push and Pull factors. Which involves self-satisfaction, desire of achievement, aspirations for autonomy and independence etc. acts like pull factors, whereas unemployment, earning for livelihood, desire for a better life standards, dissatisfaction with the labour market etc. are some pull factors responsible for their entry into business ventures (Shah, 2013). By and forth the low rate of participation in entrepreneurial sector is also the matter of concern. Majority of involvement is in informal sector which is not accountable for most of the times. The reason for women entrepreneurs to opt entrepreneurship as a career relied on various factors:

- To earn income for their family
- To sustain livelihood
- To use their qualification
- To associate their self-esteem & prestige
- To become self-independent being
- To prove themselves that they can be part of mainstream of our society
- To develop the acumen to face challenges
- To set a paradigm for equal rights in a society
- Willingness to take risk and chances
- Innovative thinking
- New challenges and opportunities for self-fulfilment
- Employment generation
- Freedom to take own decision and be independent
- Government policies and procedures
- Bright future of their wards
- Success stories of friends and relatives
- Role model to other support of family members
- To prove their personalities in an innovative, daring and competitive jobs
- To undertake changes to control the balance between their families responsibility and business obligations
- Government introduction regarding attractive incentives, Subsidies & various schemes
- Increasing socio-economic awareness

All these elucidation giving an idea, era is changing following the status and role of women. But still women have to undergo a lot of constraints and hurdles. The scenario since 1950s till now witnessing the satisfactory up-gradation as far as women entrepreneurship is concerned. In the 1950s, only those women liked to enter into business ventures who did not had any male income earners within their family. In 1960s, the trend to start small business enterprises at home began. These activities were mainly due to the motive of self-occupation rather than for achieving financial autonomy. In the 1970s, the trend of thinking reverted, now women moved on for the entrepreneurship for the purpose of income generation and career choices. The desire of many women entrepreneur became to grow their enterprise and successful
outcomes. In the 1980s, women more often joined their father’s or husband’s business with an idea to contribute partners on an equal footing. In 1990s, now the picture almost reverted, this proved as an age of freedom and liberty of women. Now women more or less became self-reliant and started travelling alone and came up with more liberal and independent picture of women in a society. And contemporarily in the 21st century the numerous opportunities, ways and means have been developed for women and they increasingly venture to build enterprises.

Now-a-days more and more women are giving preference to education and finding the avenues for their self-independency, for achieving independent decision making power. Educated women contributing to a greater extent in the social transformation and perhaps this the reason when governmental bodies, NGOs, social scientists, researchers and international agencies have started taking keen interest in women entrepreneurship in India because of the realization that their contribution is upsurging in the development and growth of the nation globally. Women entrepreneurship is having an abundant potential to bring prosperity in the world and therefore encouraging women entrepreneurship is very important (McConnell, 2007).

Table 1.1: Prevalence Rates of Entrepreneurial Activity across Countries by Gender 2006

<table>
<thead>
<tr>
<th>Country</th>
<th>Early Stage Entrepreneurial Activity</th>
<th>Established Business Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male (%)</td>
<td>Female (%)</td>
</tr>
<tr>
<td>Argentina</td>
<td>13.93</td>
<td>06.55</td>
</tr>
<tr>
<td>Australia</td>
<td>14.02</td>
<td>09.87</td>
</tr>
<tr>
<td>Belgium</td>
<td>04.39</td>
<td>01.04</td>
</tr>
<tr>
<td>Brazil</td>
<td>13.74</td>
<td>09.61</td>
</tr>
<tr>
<td>Canada</td>
<td>08.25</td>
<td>05.99</td>
</tr>
<tr>
<td>Chile</td>
<td>11.38</td>
<td>07.02</td>
</tr>
<tr>
<td>China</td>
<td>15.70</td>
<td>15.73</td>
</tr>
<tr>
<td>Columbia</td>
<td>27.97</td>
<td>17.30</td>
</tr>
<tr>
<td>Country</td>
<td>% of Population (Women)</td>
<td>% of Entrepreneurs (Women)</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------------------</td>
<td>----------------------------</td>
</tr>
<tr>
<td>Croatia</td>
<td>12.35</td>
<td>4.87</td>
</tr>
<tr>
<td>Denmark</td>
<td>07.31</td>
<td>03.30</td>
</tr>
<tr>
<td>Finland</td>
<td>05.92</td>
<td>04.04</td>
</tr>
<tr>
<td>France</td>
<td>06.26</td>
<td>02.53</td>
</tr>
<tr>
<td>Germany</td>
<td>05.79</td>
<td>02.58</td>
</tr>
<tr>
<td>Greece</td>
<td>11.12</td>
<td>04.69</td>
</tr>
<tr>
<td>Hungary</td>
<td>08.09</td>
<td>04.05</td>
</tr>
<tr>
<td>Iceland</td>
<td>16.65</td>
<td>05.73</td>
</tr>
<tr>
<td>India</td>
<td>11.60</td>
<td>09.16</td>
</tr>
<tr>
<td>Indonesia</td>
<td>19.84</td>
<td>18.73</td>
</tr>
<tr>
<td>Ireland</td>
<td>10.51</td>
<td>04.20</td>
</tr>
</tbody>
</table>


The percentage of male entrepreneurs who are well established in India is much more than the percentage of female entrepreneurs. But now women in India have started taking entrepreneurship as a career. Women are turning to entrepreneurs at a much faster rate in India as compared to other countries of the world and the rate of entrepreneurial activity in females is much close to male entrepreneurs.

Being entrepreneurs women have to face a lot of criticism on social-political-economic grounds because they are not considered equal to men, due to the orthodox system of society the prestige and self-esteem crisis needs to eradicate. In recent years, the marked increase in number of women entrepreneurs, result of the changing scenario established the milestone for future development. Both men and women opting entrepreneurship as their career and this growing participation is changing the global economy. At present it has been estimated that about one third of the entrepreneurs in the world are owned by women. And in India, position is almost the same as global average.

The reasons are different for different women entrepreneurs groups to entering into business ventures. Some of them are opting for entrepreneurship to sustain
livelihood for their family, to search employment, basically from uneducated class. On the other hand, women who belongs to educated section they are pursuing entrepreneurship as a career for self-satisfaction, enthusiasm to do something positive and challenging, a strong desire to culminate the patriarchal trauma of society and enter into main stream etc. With the rapid increase in media and communication, women are aware of their rights and now information regarding traits, skills, abilities, avenues and also the work situation. Digital era has proven as a milestone for the drastic growth in women entrepreneurs all over the world, although they constitutes only one third of the total entrepreneurs.

The key characteristics of women entrepreneurs of India are that they have vision and are highly motivated, self-directed way of management and working. Many researchers contend that women entrepreneurs have their own unique way of working and generating ideas and creativity. Most of the time they were highly influenced by the situation and circumstance due to which it gives life to their vision. And stimulate them to keep them focussed and motivate them to develop their own way of learning and doing.

1.6 Successful Women Entrepreneurs of India

Women of this age overcome all the restrictions and struggled against all those limitations and crossed the barrier pertinent in the male dominated society. Now women became equal to men and proved their diligence against the underestimation they faced in the early time, and able to mark their success in good numbers. The upcoming generation of women folk has done a remarkable job in all the spheres of life including most decisive and cumbersome world of entrepreneurship as well.

This is also the bitter truth that some of them were pursuing this profession to overcome poverty and other financial burden but quite in huge number. Women are confident and having a belief in their capability and have a zeal to face challenge. There is number of women entrepreneurs in India who belongs to different section of society and different categories based on their qualification, area etc. (Shante, 2012)
1.6.1 Categories of Women Entrepreneurs:

Women entrepreneurs are categorised based on different region, various sectors and industries in which they operate. The major categorization can be done as under:

- Women in organized & unorganized sectors
- Women in Traditional and modern Industries
- Women in Urban & rural areas
- Women in large scale & small scale Industries.

1.6.2 Category of Women Entrepreneurs in India:

- First Category:-
  - Established in big cities.
  - Having higher technical qualification
  - Sound financial positions

- Second Category:-
  - Established in cities and towns.
  - Having sufficient education.
  - Undertaking women services- Kinder garden, Crèches, beauty parlours, health clinics etc.

- Third Category:-
  - Illiterate women
  - Financially week
  - Involved in family business like agriculture, dairy, handlooms, horticulture etc.

1.6.3 India's 15 Most Successful Female Entrepreneurs

India got some entrepreneurs with good acumen. Few among them are described below.

1. **Indra Nooyi**: Her name is Indra Krishnamurthy Nooyi, she is an Indian woman, born on 28th October 1956, and is 56 year old current chairman and CEO of the
PepsiCo, which is the second largest food and beverage business. And persistently ranked amidst the World’s 100 most powerful Women.

She was born in Chennai, and completed her bachelor’s in Science from Madras Christian College in 1974 and did her masters in Diploma in Management (MBA) from IIM Calcutta in 1976. She began her career in India, she held position at Johnson & Johnson as product manager and textile firm Metter Beard sell. And then she joined in 1994 and named the president and CFO of PepsiCo.

In 2001 Indra Nooyi accolade with the distinguished Padma Bhushan award for her outstanding business achievements and being a visionary to India’s corporate Leadership.

2. Naina Lal Kidwai: She was born in 1959, and she is 55 year old and her profession is chartered accountant, and presently she is the Group General Manager and country head of HSBC India. Naina did her bachelor’s in Economics from Delhi University and did MBA from Harvard Business School. In point of the fact, she was the first Indian Women to graduate from Harvard Business School.

She commenced her vocation with ANZ Grindlays. Recently, Naina is also serving as a Non-executive director on the board of Nestle SA. She is also the global adviser at Harvard Business School. Government of India endowed her with Padma Shri Award for her greater contribution in the field of Trade and Industry.

3. Kiran Mazumdar Shaw: Kiran born on 23 march 1953, in Bangalore, and she is an Indian Businesswoman, Mazumdar finished her Graduation in Zoology from Mount Carmel College, Bangalore University. She did Post graduation in Melting and Brewing from Ballant College, Melbourne University. Kiran is the founder Chairman and Currently Managing Director of Biocon limited.

She started her career in 1978 in Biocon, and with hard work lead its advancement from an industrial enzymes manufacturing company to full desegregated bio-pharmaceutical company.

Today due to Shaw backbreaking work has established Biocon as a leading company in biomedicine research with a target on diabetes and oncology. She also acquired a membership of the board of governors of the prestigious Indian School of Business and IIT, Hyderabad.
Kiran is bestowed with the prestigious Padma Shri in 1989 and she was also conferred the Padma Bhushan in 2005.

4. **Chanda Kochhar**: Kochhar born on 17 November 1961 in Jodhpur, and she was brought up in Jaipur, Rajasthan. In recent time, she is the MD & CEO of ICICI Bank, which is India’s Largest Private Bank and second largest bank in India.

   Chanda was awarded degree of Masters in Business Administration from J.A.Manilal Bajaj in Management Studies, Mumbai. She was conferred with the Wreckhart Gold Medal for excellence in Management studies in addition with the J.N.Bose Gold Medal in Cost Accountancy.

   She married to Deepak Kochhar, he is a wind energy entrepreneur furthermore her business schoolmate also.

5. **Indu Jain**: She was born in the city of Uttar Pradesh, Faizabad. She is Indian born entrepreneur. She presently is the chairperson of India’s Largest and strongest media house, i.e. The Times Group.

   She is powerful aficionado of women’s rights and women entrepreneurship. Indu Jain contributed a great to the enlargement and the growth of Times Group. Presently, her two sons, Samir and Vineet are executing the company.

   Indu is also the chairperson of the Bhartiya Jnanpith Trust, which bestow with India’s most prestigious and highest literary award, i.e. the Jnanpith award. In addition with this she also is a founder of the Ladies Wing of FICCI(FLO).

   She addressed the United Nations in 2000 at the Millennium World Peace Summit of Religious and Spiritual Leaders, a speech in which she stressed the need for oneness among faiths and went on to chair a special session of the conference.

6. **Simone Tata**: She was born in 1930, France, she got her education in Switzerland; she migrated to India in 1955 and acquired the seat of Chairperson of Lakme. But, presently she is chairperson of Trent limited.

   Naval homey Jahangir Tata is the husband of Simone and also step mother to Ratan Tata. She is known as a ‘Cosmetic Czarina of India’. She has manipulated a small subsidiary of Tata Oil Mills into the largest cosmetic brand in India-Lakme that is equivalent with autochthonous Indian Cosmetics.
In 1966 Tata sold off Lakme to Hindustan Lever Limited (HIL) and made it a trend from the money and it is created through sale. Currently, she is the chairperson

7. Neelam Dhawan: She is an epochal figure in Indian IT Industry. Neelam is a woman who believes in ‘never-say-die’ spirit. Recently, she is the Managing Director of Hewlett-Packard (HP), India.

She is visionary for women working in IT sector. She resist to enter into the world of IT in the early period of 1980s, where there’re just few women working. In the beginning of her career she covets to be a part of major players in the FMCG space such as Asian Paints and Hindustan Lever.

Firstly, she rejected the company because at that time these organisations refused to give opportunity to a woman to be a part of their marketing and sales. But, courageous Neelam never lost her spirit and her determined approach and fought back with laurels galore.

Before joining HP, she was Managing director of Microsoft, India. She had successful and exalted stints with other leading players like IBM and HCL.

8. Sulajja Firodia Motawani: She was born in Pune, India, on 26th August 1970. Sulajja is the joint Managing Director of Kinetic motors. Before coming to India she worked in a California-based Investment coming, and then she joined her grandfather business in India.

The world economic Forum selected Motawani as the ‘Global Leader of Tomorrow’ and owing to her good looks she was named as the ‘Face of the Millennium’ by India Today group.

9. Priya Paul: Priya was born in 1967 and she is the prominent Women Entrepreneur amongst all. Presently she is a chairperson of Apeejay Park Hotels. She commenced her family business at the age of 22 and under the guidance of her father she worked as marketing Manager at the Park Hotel, Delhi.

Owing to the demise of Surenra Paul, she accomplished him as the chairperson of the Hospitality Division of the Apeejay Surenra Group in 1990. Priya got recognition from the government of India which accolade her Padma Shri in 2012.

10. Malika Srinivasan: Malika was born in 1956, and brought up in Chennai, Tamil Nadu. She is the director of TAFE(Tractor and Farm Equipment). She joined in
1986 and has greatly expedited the turnover from 85 crores to 2900 crores within a period of two decades.

She did MBA from what son School of Business, Pennsylvania. Her novel ideas and leadership qualities dragged her to achieve accolade from every corner. She was awarded Business woman of the year 2006' award by ET.

11. **Ekta Kapoor:** She was born on 7 June 1975. She is a TV and Film producer from India. She is the daughter of star Jeetendra. Currently she is the JMD & Creative Director, Balaji Telefilms. She placed herself excellently in the world of entertainment. She is proudly branded as the most outstanding female producer.

She produced scads of movies, which is considered the most lucrative films, like-Once Upon a Time in Mumbai, Kucch To Hai, Love Sex aur Dhoka, Ragini MMs, Kya Super Kool Hai hum.

12. **Ritu Kumar:** She was born in 11 November 1944, in Amritsar. She is among the biggest names in Indian fashion Industry. She slot herself in designing a collection of apparel including swimwear, evening wear, traditional Indian wear, casual wear and formal evening gowns.

Ritu has the divergence of designing costumes of three winning Miss India. Ashvin Kumar, her son is a director and he made many films, for instance Road to Ladakh(2002) and short film Little Terrorist(2004), which was nominated for the 2004 Academy Award for Live Action Short Film, and in Ritu Kumar has played a role of designing the costumes in the film.

13. **Shahnaz Hussain:** She has the enormous name in the Industry of Herbal cosmetics in India. She introduced a innumerable trend of setting herbal products. Presently, The Shahnaz Hussain captures over a 400 franchise clinics across the world integument over the 138 countries.

She conferred Padma Shri award in 2006, for her overwhelming work from government of India.

14. **Jyoti Nayak:** Jyoti presently is the President of Shri Mahila Griha Udyog Lijjat Papad, this cooperation based in Mumbai. This industry accolades the Best Village Industry award from the period of 1998-99 to 2000-01 from the Khadi and Village Industries Commission of India. Jyoti also got businesswoman of the year award in 2001-02 by the Economic Times for corporate excellence.
15. **Ravina Raj Kohli:** She is the prominent media personality in India. Ravina is also first woman CEO of Indian Television. She has a experience of 24 years over television and radio broadcasting, filming, journalism, and advertising.

Till 2004, she was CEO of Star news and earlier to that she worked with Sony Entertainment Television as head of Content and Communication and with Kerry Packer owned Channel 9 on the Doordarshan platform as CEO.

She has got a Diploma degree from the London School of journalism; in addition to she did her graduation in psychology, economics and literature from Bangalore University. (India’s 15 most successful female entrepreneurs, 2014. www.indiatvnews.com)

### 1.7 Important Characteristics Essential for Entrepreneurs

Entrepreneurship is quite eternal feature, traits and talent that have this strength to take risk and patience and facing the results afterwards. Every individual entrepreneur have many unique traits, qualities and style of leadership, but there is some similar kind of spirit, constitution, traits, willingness which is common for all entrepreneurs. Some important essential characteristics which are common to all entrepreneurs are:-

- **Confident**

Confidence is a benchmark of an entrepreneur. Not every human being has inborn confident characteristics in them. Many people gain level of confidence by the real life situation they encounter with— learn from the mistakes and rejections they face, and sometimes their grooming by their surroundings and environment provided by parents and at school. The other stigma associated with this is the affirm belief in oneself and once action.

- **Feeling of Possession and Ownership**

This sense of ownership forms the base for responsibility for getting things done and doing them carefully with utmost attention and responsibility. This is bit natural phenomena that when one is aware about the fact the loss of some task or act will not be bear by oneself, this makes things on the verge of carelessness. The
sense of Ownership will lead to less complication because than entrepreneur will attempt to control situation before its happening.

- **Good Communication Skill**

  An entrepreneur must be aware of the good communication skills. In business and all other economic and social affairs, human element has a more important role to play. Whether it's a written, speaking or non-verbal message, an entrepreneur must have a command over all these communication skills. To balance the existing manpower, to maintain the business relations, clients etc. a good communication is highly needed. And to support a good team work its necessary to have an excellent communication and to control the workings of the business.

- **Passion for acquiring more knowledge**

  Entrepreneurs are often “autodidactic” learner, because they don’t learn things through classroom teaching but they learn by gaining practical experience. It's not something to be learnt in classroom, this is lifelong learning process which means continuous reading habit, update information about the happenings in world etc. to know the people's choice and demand. Because business involves lifelong experimentation and competition.

- **Team Player**

  Doing Business is not a task of one man army, obviously this is the team work. So entrepreneurs must have skills to getting things done by others so smartly without knowing them it’s not their job. Motivating others and keeping them in one thread for the accomplishment of certain goal is a huge responsibility. And treating them according to their interactive suitability and becoming a team leader automatically is itself a big magical strength for becoming a successful entrepreneur.

- **System-Oriented**

  Everything in this world is moving through some systematic process. And because of this nature controls automatically the working of whole universe. Likewise each and every task demands a feasible system to derive good results. So, Entrepreneurship also needs a particular system framework for keeping the
balance between energy and resources. Every task must move forth as per the blueprint and particular protocols. To maintain balance between different department and functional bodies involved in this.

- **Dedication**

Entrepreneurs must have sole dedication towards their plan, objectives, vision and mission of their organisation. Dedication must remain alive till the last extent of membership with an organisation. One of the biggest reasons for the failure of companies is that they lose interest in dedication for their aim and work. The commitment with their objectives and target is the most important thing for the successful business to remain in the field of competition.

- **Grateful**

Being respectful what you achieved and acknowledging your associate for their contribution and support. This enhance the scope for learning more from other people and gives the sense of sharing thoughts and idea which may prove beneficial for your career.

- **Optimistic**

Optimism is a sign of growth and patience. Setting up business is indeed an uphill task and long run matter. Having positive approach for the upcoming results and taking a leap even after experiencing past shortcomings, Failures and disappointments. No doubts when things move in a right way as far as business are concerned. This further ignites your morale to move on with full enthusiasm and spirit.

- **Quality of Leadership**

Entrepreneurs in itself a second name of Leadership. Those who pursue entrepreneurship as a career, most of them are drawn up by the self-motivation and jump into the task as an initiator and start up taking it as a responsibility. Becoming a motivator for others and leading other people according to own ideas and thoughts can be only done by the leader only.
And the women who are daring to enter into this are, definitely having these inherent qualities in their personalities. Due to the reason the backlash they face and struggle they gone through for reaching their optimum destination automatically make them the leader of their own fate. Below are some personality traits of women entrepreneurs.

<table>
<thead>
<tr>
<th>Risk Taker</th>
<th>Proactive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity Seeker</td>
<td>Visionary</td>
</tr>
<tr>
<td>Inventor</td>
<td>Tolerance</td>
</tr>
<tr>
<td>Commercialiser</td>
<td>Desire of Independence</td>
</tr>
<tr>
<td>Trader</td>
<td>High energy</td>
</tr>
<tr>
<td>Innovator</td>
<td>Ability to bounce back</td>
</tr>
<tr>
<td>Flexible</td>
<td>Result Oriented</td>
</tr>
<tr>
<td>Need for achievement</td>
<td>All rounder</td>
</tr>
<tr>
<td>Internal control</td>
<td>Decisive</td>
</tr>
<tr>
<td>Self- Confident</td>
<td>Self Motivated</td>
</tr>
<tr>
<td>Pragmatic</td>
<td>Flairful</td>
</tr>
</tbody>
</table>


**1.8 Impact of Women Entrepreneurship in Indian Economy**

In Indian context, its bit debatable, India has the second largest population of world, women populace constituting half of its mass and burden for fulfilling their needs. This evidently showing the marked up increase in demand of commodities and participation of women in the economic activities to lessen the burden of fulfilling the demand because their participation or rate of inclusion in the business world is very low, hence growth rate of women’s participation is much lower than the expected rate. And this negligible rate has been showing the uniform trend because of the radical social and cultural restrictions on women and the bounded patriarchal norms, hindering women to be viewed in mainstream.
Hence, women participation is less than the requirement of the fast growth of India.

Now-a-days entrepreneurship has gained wide popularity all over the world. Rate of women entering into business ventures is more as compared to men (Renzulli et al 2000). In North America 38 percent & small businesses are owned by women (Brush & Hierarach, 1999). Whereas in some developing countries, growth rate of women entrepreneurs are higher as compared to developed countries. According to ILO Statistics the growth rate is 24% in Malaysia, 30% in Thailand & 36% in Philippines & 42% in Indonesia. The Tamil Nadu state in India experienced the highest growth rate of women entrepreneurs with 18% in 2001.

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". Over 1.2 billion people reside in India which makes it the second most populous country after China. 48.5% of population is consisting of women in which only 65.46% females are literate compared to 82.14% of males according to 2011 census.

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>31.6</td>
</tr>
<tr>
<td>USA</td>
<td>45</td>
</tr>
<tr>
<td>U.K</td>
<td>43</td>
</tr>
<tr>
<td>Indonesia</td>
<td>40</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>45</td>
</tr>
<tr>
<td>Brazil</td>
<td>35</td>
</tr>
</tbody>
</table>

The Female Work Participation Rate (FWPR) in 1991 was at 22.3 to 25.6% in 2001. Women constitute around 26.1% and 13.8% of all rural worker & urban workers respectively. The Gender Development Index (GDI) and the Gender Empowerment Index (GEI) are the two basic parameters of women's development. The GDI scores estimated for India were 0.514 in 1996 and 0.590 in 2006 showing an increase of 0.076 points. India ranked towards the bottom of the 134 countries, with a ranking of 113, on the 2011 Global Gender Gap Index (According to Global Gender Gap Report of the World Economic Forum).

In the recent decades it has been realized that women entrepreneurs becomes a very important part in the process of the economic development of the nation. In the world of business today, women entrepreneurship has been accepted on a wide scale, and giving more and more privilege and opportunities to move forth in this field. The UN report has also concluded that economic development of a country is closely related to the advancement and position of women. In countries where women have been on a low status and restricted, the economy has been stagnant as compared to the nations where women population is advanced. The data on correlation between Gender related development index and GDP per capital reinforces the above fact.

Table 1.4: Gender Related Development Index and Its Component

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Gender related development index</th>
<th>As a per% of HDI</th>
<th>GDP per Capital (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Australia</td>
<td>0.966</td>
<td>98.9</td>
<td>34923</td>
</tr>
<tr>
<td>2</td>
<td>Norway</td>
<td>0.961</td>
<td>99.6</td>
<td>53433</td>
</tr>
<tr>
<td>3</td>
<td>Iceland</td>
<td>0.959</td>
<td>99.0</td>
<td>44613</td>
</tr>
<tr>
<td>4</td>
<td>Canada</td>
<td>0.959</td>
<td>99.2</td>
<td>35812</td>
</tr>
<tr>
<td>5</td>
<td>Sweden</td>
<td>0.956</td>
<td>99.3</td>
<td>36712</td>
</tr>
<tr>
<td>6</td>
<td>France</td>
<td>0.956</td>
<td>99.4</td>
<td>33674</td>
</tr>
<tr>
<td>7</td>
<td>Netherland</td>
<td>0.954</td>
<td>98.9</td>
<td>38694</td>
</tr>
</tbody>
</table>
Contemporarily, India witnessed a remarkable change as far as women issue is concerned. Number of woman entrepreneurs is increasing day by day. Tamil Nadu, Kerala, Gujarat & Uttar Pradesh is showing the highest percentage of women entrepreneurs. But the number is still very low below 50% and considered the second largest populated country, the women population would be proven as boon for our country.

<table>
<thead>
<tr>
<th>States</th>
<th>No. Of Units Registered</th>
<th>No. Of Women Entrepreneurs</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tamil Nadu</td>
<td>9618</td>
<td>2930</td>
<td>30.36</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>7980</td>
<td>3180</td>
<td>39.84</td>
</tr>
<tr>
<td>Kerala</td>
<td>5487</td>
<td>2135</td>
<td>38.91</td>
</tr>
<tr>
<td>Punjab</td>
<td>4791</td>
<td>1618</td>
<td>33.77</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>4339</td>
<td>1394</td>
<td>32.12</td>
</tr>
<tr>
<td>Gujarat</td>
<td>3872</td>
<td>1538</td>
<td>39.72</td>
</tr>
<tr>
<td>Karnataka</td>
<td>3822</td>
<td>1026</td>
<td>26.84</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>2967</td>
<td>842</td>
<td>28.38</td>
</tr>
<tr>
<td>Other States &amp; UTs</td>
<td>14576</td>
<td>4185</td>
<td>28.72</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>57,452</strong></td>
<td><strong>18,848</strong></td>
<td><strong>32.82</strong></td>
</tr>
</tbody>
</table>

1.9 Role of Government in Improving the Condition of Women Entrepreneurs in India

Apparently all these indications point out the importance of women entrepreneurs in the overall growth and development of the nation and creation of employment in the country. With the advent of Five Year Plans women have always been the central issue in the policy and planning system of the government. The First Five-Year Plan (1951-56) envisaged a number of welfare measures for women. Establishment of the Central Social 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 very much associated 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 measures. The Fifth Five Year Plan (1974-79) focused on training of women, so that they can generate income and protection. This plan merged 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) marked a paradigm shift from welfare approach to development & empowerment approach. It noticed that women’s lack of access to resources as a critical factor hindering their growth. The Seventh Five-Year Plan (1985-90) emphasized the need for gender equality and empowerment. For the first time, importance 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 root level, through Panchayati Raj Institutions. The Ninth Five-Year Plan (1997-2002) adopted a strategy of women’s Component Plan, under which not less than 30% percent of funds/benefits were earmarked for women related sectors. The Tenth Five year Plan (2002-07) aims at empowering women through translating the recently adopted National Policy for empowerment of Women (2001) into action and ensuring Survival, Protection and Development of women and children through rights based approach. After the accession of Fifth Five Year Plan (1974-78) the policy makers has shifted their priority from women welfare to women
development and empowerment, the government has initiated various schemes and programs for the development and welfare of women. These are mentioned below:

- 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
- Exhibitions for women, under promotional package for Micro & Small enterprises approved by CCEA under marketing support
Government is continuously paying heed for this critical issue of women development and is consistently upgrading schemes and programs in lieu of achieving the zenith of developmental economy. Currently India is in one of the anchoring economy and still in various matters going through the transition phase; Women Entrepreneurship is also one of them. The recent trend of women participation rate as an entrepreneurs touched the marked up peak in the last two decades as compared to earlier phase of planning period, but still they have to go long way, their rate of participation is still very low comparatively men’s participation about 15.27% in urban areas and 12.45% in Rural areas and 13.72% as a whole (MSME Annual Report 2011-12, Ministry of MSME, Government of India) (Vijaykumar & Naresh, 2013)

1.10 Problems Faced by Women Entrepreneurs

The importance of women entrepreneurship has been felt remarkably and now Indian women is in the pursuit of entrepreneurial dream. Last five decades witnessed the phenomenal change in the status and work place diversity of women in India. Still the gender gap related issues and the discriminatory lacunae existing which needs more better elevation steps to be taken in order to attain full-fledged decorum to provide appropriate environment and incentives to women for better achievements in the main stream as an entrepreneurs. There are lot of constraints which hindering their accessibility and mobility in the establishment as an entrepreneurs. The main challenges faced by them in business are educational & work background. Balancing time between work and family is also the big leap.

Numerous socio-political-economic constraints exist, responsible for creating hindrance for establishing as an entrepreneur. Some are described as under:

- **Growth of Mall culture**

  The biggest lacuna to women entrepreneurs is that being women is itself a kind of deterrent for them. Indian society is a type of patriarchal dominant society where women population having a discriminatory position in a society, they were supposed to be the creatures who do have sense of conscience. Due to this attitude
people are under perception that it is a big risk financing the business run by women.

- **Illiteracy**

  The illiteracy is on the top position as far as barriers for women entrepreneurs are concerned. This is the biggest hurdle for them to enter into the mainstream. The literacy rate of women in India is quite low as compared to men literacy rate. The lack of awareness, skill & knowledge putting them into backlash and due to this they are ignorant of new technology, schemes and governmental programs. They are often unable to do research & gain the necessary training (UNIDO, 1995). According to the economist, women are treated as second class citizens who keep them in a “pervasive cycle of poverty”. The less educated women do not have the knowledge of measurement and basic accounting.

- **Low Risk Bearing Ability**

  Women in India live a very isolated and protected life under their male heirs. Since their early age socialization they are taught to depend on male members for their decisions. They are not allowed to take any kind of risk even if they are willing and capable enough to take and have ability to bear the loss or failure as well.

- **Lack of Infrastructure and overhauling Corruption**

  These are also the issues to be taken care of, the majority of women do not have much power of information that they can set up their business independently. For the purpose of establishment of business ventures they need to depend on other people for the sake of sales, marketing etc. these increases the fallacies like the intermediaries take major part of the surplus and profit. And at some place they are disguised due to the lack of information.

- **Finance**

  Lack of finance is a very important constraint for women entrepreneurs. The financial institutions are reluctant to give them financial support because they have a perception that they can leave their business anytime.
And the other reason that they lack the assets in lieu of giving them security for taking loans. Due to this reason they are supposed to rely on their own savings, loan from their relatives and family friends

- **Mobility Constraints**

  Mobility is restricted for women in the Indian society. The women were shattered only to the four walls of kitchen. The women confined themselves to three Ks-Kitchen, kids & Knitting. There is hardly any opportunity to cross this boundary (Manimakalai & Rajeshwais, 2000). The mobility issues has been overcome to an extent due to the highly digitalization upcoming in today’s world.

- **Lack of Technical knowhow**

  Due to the lack of education, training and proper skill women entrepreneurs are not very well aware of the technical and operational factors, required for the smooth and efficient running of the business

- **Balancing work-family time**

  Indian women cannot escape from the family responsibilities. The household chores, rearing of children and other responsibilities of family supposed to be their first priority. In this way they get overburdened by the double shift and need to balance their time between family and work.

- **Psychological barrier on the part of banks, suppliers and clients**

  Most of the time they have to fight against the psychological traps of the people. People have this impression in mind that women don’t have much effective results and potential to handle things accurately. On the other hand people who are associated with the business issues, they try to disguise them to earn more profit.

- **Lack of training**

  It’s been detected Indian women do have potential and ability to establish themselves as an entrepreneurs due to their inherent ability to do work
and management. But they lag behind due to the lack of training, which is highly needed for the establishment and running of the business ventures.

- **Lack of Self Confidence**

  Will power, strong mental outlook, pressure of doing best because of the narrow mindset of people creates a fear from committing mistakes while performing their task.

- **The traditional mind-set**

  The orthodox and out-dated outlook regarding women in a society is one of the reasons of failure in the field of entrepreneurship. They are under social mental pressure which puts them in the backlash, halting them to prosper and achieve success in the field of entrepreneurship.

- **Educational level of family**

  The educational level of family and spouse family background also influences women participation in the field of enterprise.

- **High Production cost**

  The lump sum amount of initial investment needed in some business areas and high production cost adversely affects the development of women entrepreneurs.

- **Lack of Access to Technology**

  Most of the time women owned business are often small and it is not always possible for them to access the technology and information due to lack of knowledge and access to digital facilities, training, innovative schemes, concessions, market status etc. very small percentage of women entrepreneurs able to avail the assistance of technology and they just remain confined to word processing software in the computer. They hardly know about any advanced software.
• Lack of Managerial skills

The low level of training and education among women led to the low level of management skills in them, which is the most fundamental determinant of successful entrepreneurship. Due to its absence, women have to depend on the other office staff or have to hire highly specialized person who drain most of the profit of the business. And in some cases it's the middle men who enjoy the fruits of hardships.

• High competition

Women entrepreneurs have to face a stiff competition with the men entrepreneurs who already had strong roots in this field. Who easily handle the business issues related to marketing, sales, various business operations more easily than women folk.

Beside all the above mentioned reasons a lot of other factors also exist for the failure or low level of achievement of women entrepreneurs. Lack of infrastructure facilities, lack of motivation, entry of women in the business is approximately ten year later than men, motherhood and societal traditional norms, lack of management skills and the slow pace of spreading feminism etc. are the issues associated with the women unsatisfactory results of success as entrepreneurs.
CHAPTER-2

Micro, Small & Medium Enterprises (MSMEs) & Women Entrepreneurship
2.1 Overview

During the evolution of globalization since 1991 and rise of new policies of economic liberalization, globalization and privatization initiated by the Indian Government, Indian Economy has changed drastically. India has great entrepreneurial potential. Currently, women involvement in economic activities is characterized by low work participation rate, heavy deviation towards unorganized sector and mostly women are employed in less skilled jobs. Strategies aiming at economic development will be not be effective without involving women who constitute half of the world population. Evidence has unequivocally established that entrepreneurial spirit is not a male prerogative. Women entrepreneurship has took place in the last three decades with increment in the number of women enterprises and their substantive contribution to economic growth. The industrial performance of Asia-Pacific region propelled by Foreign Direct Investment, technological innovations and manufactured exports has brought a wide range of economic and social opportunities to women entrepreneurs. In the quest of sustainable economic and social development process, women entrepreneurs cannot be left aside. (Kurian et al. 2012)

Globally it is widely accepted that the micro small and medium enterprises (MSME) has great potential for economic development and promoting equitable development. The major advantage of the sector is its employment potential at low capital cost. The labour intensity of the MSME sector is much higher in comparison to that of the large enterprises.

The MSMEs constituting over 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports. In India also, the MSMEs are playing a vital role in the overall industrial economy of the country. In recent years the MSME sector has consistently registered high growth rate compared to the overall industrial sector. With its agility and dynamism, the sector has shown admirable innovativeness and adaptability to survive the recent economic downturn and recession.
As per currently available statistics (4th Census of MSME Sector), this sector employs an estimated 59.7 million persons spread over 26.1 million enterprises. It is estimated that in terms of value, MSME sector accounts for about 45% of the manufacturing output and around 40% of the total export of the country. (Kurian et al. 2012)

In context of Indian Economy, women entrepreneurs contribute significantly. There are near about three million micro, small, and medium enterprises (MSME) which are wholly or partially owned by female. Collectively, these women-owned enterprises contribute 3.09 percent of industrial output and employ over 8 million people. Approximately, 78 percent of women enterprises belong to the services sector. Women entrepreneurship is highly deviated towards smaller sized firms, since about 98 percent of women-owned businesses are micro-enterprises. As with the broader MSME sector, access to formal finance is a key barrier to the growth of women-owned businesses, leading to over 90 percent of finance requirements being met through informal sources (Naresh and Vijaykumar, 2013).

Entrepreneurship always plays an important role in the growth of any society and economic development of a country. A country’s economic progress is found to be positively correlated with the rise in number and quality of its entrepreneurs. Entrepreneurship emerges from an individual’s creative spirit. Entrepreneurial skills are essential key for industrialization and also for poverty and unemployment alleviation. The world’s modern democratic economy depends on the participation of the both sexes (Vasantha, Gopal & Santha, 2008).

"In the development of an economy women’s economic contributions are grossly undervalued or not valued at all. In none of the society’s women enjoys the same opportunities as men do. Women and men still continue to live in an unequal world". This is the message of the Human Development Report 1995 published by the UNDP. This is true in every part of the world where women are not treated on par with men in many aspects. Women also have to shoulder the additional responsibility of child bearing and rearing. This consumes much of their productive time and effort. Also this productive time in not valued economically. In the sphere of entrepreneurial development, women are constrained by a variety of socio-economic factors (Borkakoti & Barua 1998).
A major shift in the approach from ‘Welfare’ to ‘Development’ of women has taken place only during the Sixth Plan Period (1980-85). Accordingly the Sixth Plan document adopted a multi-disciplinary approach with a special thrust on the three core sectors of health, education and employment. In the Seventh Plan (1985-90), the developmental programmes continued to be the major objective of raising the economic and social status of women and bringing them into the mainstream of national development (Government of India 2002-2007).

Under the Seventh Five-Year Plan, a special chapter was focused on integration of women in development. In this regard the plan suggested,

(a) To treat women as a specific target group in all development programmes,

(b) To properly diversify vocational training facilities for women to suit their varied needs and skills,

(c) To encourage appropriate technology, equipment and practice for reducing economic disparities,

d) To provide marketing assistance at the state level and
e) To increase women’s participation in the Government of India. The policy further adds that the objective of such courses should be to give representation to women in the field of small scale industrial development with a view to uplift their status in the economic and social fields (Prasad1998).

The Seventh Five-Year Plan, (1985-90) introduced in a decade which was aimed at integrating women into the mainstream of national development, It essentially emphasized the need to open up new avenues of work for women and perceive them as a crucial resource for the development of the country (Rani, 1996). This further 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 which was very important in economic as well as social developmental process for women. The Eighth Five-Year Plan was also focused on empowering women, but the focus was especially at the Grass Roots Level, through
Panchayati Raj Institutions. The Tenth Five-Year Plan aims at empowering women through translating the recently adopted National Policy for Empowerment of Women into action and ensuring Survival, Protection and Development of Women and Children through rights based approach (Goyal & Parkash 2011).

Government of India has realised that economic development is not possible without active participation of women. Government of India has been trying for the development of women right from the first planning period. Various policies, programmes have been undertaken to foster women entrepreneurship in India. Entrepreneurship Development of India, Ahmabad, National Institute of Entrepreneurship and small Business Development, New Delhi, Indian Council of Women Entrepreneurs, New Delhi, National Science and Technology Entrepreneurship Development Board, New Delhi, National Standing Committee on Women Entrepreneurs etc. are some of the leading organisations which were set up for the development of entrepreneurship in general and women entrepreneurship in particular. As we know that, women have to play a dual role, a house wife as well as an income earner. Although, educational, social and cultural changes occurred in a society, but most of the time women have to perform dual role as a housewives or as bread winners. A large number of women have emerged as entrepreneurs in many areas such as engineering and electronics in metropolitan cities of the country. However the situation is much more different in the regional cities. Still the area of women entrepreneurship is confined largely to a particular class, community and culture. In spite of efforts taken by various organizations Indian women still have been fighting to succeed in many specialized areas of business/profession.

2.2 Micro, Small & Medium enterprises – Concept, Definition and Scope.

In this cut throat competition, where global dynamisms of advancement and development are spurring towards more competitive age, enhancing MSME has been looked as an effective way to contribute to growth and development of an economy.

MSMEs differ in many ways; it refers to the different sets of industries having small operational divisions, low employment level, low functional divisions, low investments etc. and differentiates in their problems and difficulties as well.
2.2.1 Scope of MSMEs

MSME becomes the global trend in the industrial sector and captured almost all the markets of developing and developed countries both. It has been perceived that the success of corporate sector lies in the fast pacing future of small industries market. Growing number of customer quick response to this production sector witnessed in positive aftermath (McRae, 1979).

In India, MSMEs refers to low manufacturing activities with low financial investments. Now to an extent it included servicing activities such as repair or maintenance shops and few community services.

Table 2.1: Scope of Small Industry in Selected Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Terminology</th>
<th>Scope</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>Small enterprises</td>
<td>Manufacturing, mining, services, trading (wholesale and retail)</td>
</tr>
<tr>
<td>India</td>
<td>Small Scale Industry</td>
<td>Manufacturing, repair and maintenance</td>
</tr>
<tr>
<td>Korea</td>
<td>Small Business</td>
<td>Manufacturing, mining, construction, commerce</td>
</tr>
<tr>
<td>USA/Canada</td>
<td>Small Firms</td>
<td>Manufacturing, services, trading</td>
</tr>
<tr>
<td>Indonesia</td>
<td>Small Industry</td>
<td>Manufacturing services</td>
</tr>
</tbody>
</table>


2.2.2 Concept of MSMEs

The definition of small scale industries according to different countries is different. In some countries it has been identified on the basis of employment size, on the basis of infrastructure and on the basis of level of investment.

The definition of MSMEs is very important for the government for the purpose of policy making. The first officially remark came into being in Second Five year plan when the criterion was in terms of gross investments in land, building, plant and machinery, strength of the labour force. Afterwards, on the recommendation of the Federation of Association of Small Industries in India (FASII), which was set up...
under the aegis of the Food Foundation team, where only amount of fixed assets and investments had been considered as the basis of set of small scale industries. And these policies lead to continuous change as per the requirement of the time and need.

2.2.3 Definition of Small Scale Industries Existing in Some Countries

**China:** In China, the definition of the small industry, less quantifies and varies with the product. These industry less quantified and vary with the product. These industries are designed to mobilise local raw materials, local skills, local finance and local markets.

**ECAFE:** The working group of the Economic Commission for Asia and the Far East had suggested in 1952 that small industries be defined for statistical purposes as establishment employing not more than 20 persons when using power or 50 when not using power.

**Egypt, Israel and Turkey:** The United Nation Report (1958) on the development of the manufacturing industry in Egypt, Israel and Turkey refers to all manufacturing establishment employing less than 10 persons as small scale Industries.

**ESCAP Region:** In Indonesia, there is no differentiation between small scale enterprises and cottage enterprises. More than 90 percent of the enterprises in small scale and cottage industries group are cottage industries. The World Bank has characterised the small scale industries in Indonesia as a hybrid of the traditional and modern industries.

Small scale enterprises contributed 22.6 percent of the business establishments, 32 percent of the total employment, 29 percent of the value added and 25 percent of the gross output in Malaysia.

In Thailand, a small industrial enterprise is defined as an enterprise, the fixed deposits of which do not exceed Baht 2 million (Approximately Rs. 12 Lakhs). Industrial enterprises are grouped under four categories, namely, manufacturing servicing, handicrafts and cottage industries.

**Germany, Sweden, Norway and Denmark:** There is no official definition of a small industry. Units employing upto 300 workers are considered to be small. There is no
clear cut definition of a small industry in Scandinavian countries. However, such units which employ 10 to 100 workers are taken to be small scale units.

**Iran:** Small industries are defined as those:

1) With 100 percent Iranian ownership and management
2) Whose assets do not exceed 5 million Rials and
3) Whose products are not artistic in nature

It has been further provided that investment in land and buildings must not exceed 25 percent of the total capital.

**Italy:** Units having a capital investment of not more than 15,00 million lire and employing not more than 500 workers are considered to be small industries

**Japan:** By small industries is meant those relatively small in the scale of management and capital investment, although the basis for classification varies accordingly to the type of industry and cannot be generalised. The government applies the term to those industries which employ less than 300 million yens ($133,000) and in the commercial and professional service sector, with a capital of less than 10 million yen ($ 26,000) employing less than 50 persons. The small enterprise include retail shops, shopping districts, beauty salon, hair dressing establishment and laundry shops (basic law of 1963).

**Korea:** The term small and medium industry is defined in the small and medium industry Co-operative act as any unit.

(i) In manufacturing with more than 5 and less than 200 employees or with total assets of less than 50 million won and
(ii) In mining with the 5 and less than 200 employees or with assets of less than 50 million won.

**Netherlands:** There is no small-scale industry which generally employs 10 to 100 workers.

**Philippines:** The institutes for small scale industries, Philippines defines the small industry 'as a manufacturing or industrial services enterprise in which the manger is
not actively engaged in production but performs a varied range of tasks involved in
guidance and leadership without the help of as specialised staff officer.

Sudan: Small industries are defined in Sudan as those industries have capital
investment of £50,000 ($142,000) or which employs less than 30 full time workers.
Most industries in this category are workshops, small oil mills, perfumeries, ice
factories, tanneries etc.

Taiwan: In the manufacturing and processing sector (including handicrafts) any
business employing less than 100 persons or with assets worth NT $ 5 million.

Turkey: All industries employing less than 10 workers and having a connected load
of less than 10 h.p. are considered small in Turkey.

UK: There is no demarcation between small and large industries. However in books
and treatises on industrial subjects, units employing less than 500 workers are
generally referred to as small units: but this cannot be considered as a criterion of
universal applicability.

USA: In USA, the manufacturing firm is officially a small business for government
procurement purposes if it is not dominant in its field of operation and if it has fewer
than 500 employees, depending on the size and the standard set for different
industries.

Vietnam: A small industry is defined as one employing less than 300 persons and
having not more than 20 million piastres ($2,500,000 in capital investment).

2.3 Distinction between Industries (Medium and Large) and Small Scale
Industries

Micro, small and medium Enterprises (MSME) proved as the heart of an
economy contributing nearly 8% of the country’s GDP, 45% of the manufacturing
output and 40 percent of the exports. MSMEs constitute the largest share of
employment after agriculture. They are known as the base for innovation and
entrepreneurship, spread in all over the country to meet the major demands of
domestic market and contributing to a large extent in the global market as well (Lal,
2014).
Existence of different industrial hubs marking, nation of diversified scope of opportunities for production and service sectors, there is wide range of industries forms in India. The major forms are medium, large scale industries and small scale industries. The difference between them is shown below in table 2.3.1

**Table 2.2: Distinction between Industries (Medium and Large Industries) and Small Scale Industries**

<table>
<thead>
<tr>
<th>Medium and large industries</th>
<th>Small-Scale Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under Industries Development and Regulation Act (IDRA) 1951, all the industrial undertakings (large and medium) included in Schedule of the Act are subject to licensing and registration with the government within a prescribed time limit</td>
<td>Industrial undertaking covered by the small-scale sector required to be registered as SSI units with the Directors of industries or state and Union territories for the purpose of allocation of scarce raw materials, Power supply and taxation as also for statistical purposes.</td>
</tr>
<tr>
<td>No new industrial unit could be established or substantial expansion and diversification to produce new items by existing units can be effected without a license.</td>
<td>SSI undertakings are, however, outside the purview of IRA, Being in the decentralised sector. For their expansion and diversification, they are governed by the rules and regulations enacted by the state governments and directives issued by the director of industries.</td>
</tr>
<tr>
<td>Government could order an investigation in respect of any scheduled industry or undertaking, in its opinion, there had been unjustifiable fall in the volume of production in the industry or undertaking or marked deterioration in quality or increase in price without any justification or cause serious injury or damage to consumers.</td>
<td>Government intervention is somewhat less pronounced as compared with units under the IDTA. However, the small industries development Organisation (SIDO) has been entrusted with the main task of development of the small-scale industry in India. SIDO acts as a policy formulating coordinating and monitoring agency for the development of small-scale industries.</td>
</tr>
<tr>
<td>In the event of an industry not carrying out the directions, the government could take over in management</td>
<td>SSI units are not generally governed by the government, in the event of deterioration of output, quality etc.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Though the industries development and regulation Act (IDRA) does not distinguish between large and medium units, normally an undertaking whose investment is more than Rs. 50 lakhs and less than Rs. 5 crore is considered a medium industrial undertaking, and those with investment of Rs. 5 crore and above are reckoned as large industrial undertakings</td>
<td>An undertaking with fixed investments in plant and machinery not exceeding Rs. 100 lakhs is a small scale unit. The investments limit is Rs. 125 lakhs for ancillary industries. Those units with an investment of less than Rs.25 lakhs in plant and machinery are classified as the tiny sector within the overall framework of small scale industries.</td>
</tr>
<tr>
<td>Organisationally, by and large, medium scale units are closely held and private limited, whereas large units are normally public limited. Public ownership has given added status to large industrial undertakings.</td>
<td>Ownership of small scale industries, by and large is proprietary or based on the partnership. The ownership and control of small scale industry vests in the hands of a few proprietors who have a major stake in the undertaking promoted or purchased by them.</td>
</tr>
<tr>
<td>Engaged in manufacturing and processing activities on a large scale (mass production), large/medium units generally have higher input or technology and capital. Relative they are more capital intensive.</td>
<td>Generally, SSI units are in less capital intensive/intermediate technology areas, which are labour intensive. There are also 843 industries which are reserved exclusively for the small scale sector. While by the very definition, SSI units cannot be capital intensive, they have later, entered into technologically sophisticated lines like electronics.</td>
</tr>
<tr>
<td>Large units converge more around</td>
<td>SSI units are more amenable to dispersal</td>
</tr>
<tr>
<td>metropolitan areas, where all the basic infrastructural facilities are available. (they are, by and large, infrastructure-oriented)</td>
<td>and decentralised growth. As such, they are located in cities as well as in rural and semi urban centres with the minimum availability of infrastructural facilities.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>The very large industries generally belong to the MRTP group of foreign companies; medium industries, by and large, are the outgrowth of SSI units.</td>
<td>Rural industries are indigenous in character, catering to the local needs and as such have no links with bigger companies.</td>
</tr>
<tr>
<td>Large and medium industrial undertakings have a great exposure to professional management.</td>
<td>By and large, rural industries adhere to the old age technology and tools. Professionalization has scope. It is a way of life. Modern management technologies have no impact.</td>
</tr>
<tr>
<td>Large and medium industries are basically market-oriented. They produce goods for the masses.</td>
<td>Traditional industries basically cater to the needs of the local people, in some cases to the needs of the cities. Some of the artistic goods manufactured in this sector have a good export potential. However, the benefits</td>
</tr>
<tr>
<td>These industries are prone to modern technology aimed at increased productivity and attractive wages.</td>
<td>Rural industries are prone to artistic creation aimed at depicting Indian culture and heritage. They offer resistance to change.</td>
</tr>
<tr>
<td>Different jobs are handled by a chain of specialised and/or professional skilled people.</td>
<td>All work from bringing raw material to marketing is done by the household. No specialisation is in their activities. Invariably the members of the family are all skilled workers in their vocation.</td>
</tr>
<tr>
<td>Training is imparted in specialised institutions and modern modes of</td>
<td>Training is generally imparted from father to son. It's a tradition rather than a work</td>
</tr>
</tbody>
</table>

46
management are implemented to derive varied benefits.

<table>
<thead>
<tr>
<th>Large and medium industrial undertakings are capital-intensive, per employee investment being over Rs. 25,000/-</th>
<th>In the case of rural industries per worker investment is very low, varying from nil to Rs. 600/- . These industries are basically labour intensive. These industries possess an enormous employment potential. Rural industries are consumption-oriented and/or service industries and as such they have no gestation period at all. The artisans engaged in the main and subsidiary activities commence their earnings from the start.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comparatively a long gestation period</td>
<td>Comparatively a short gestation period. One can commence commercial production within six months or so.</td>
</tr>
</tbody>
</table>


**2.4 Importance of Small Businesses**

India, a country of labour-abundant and capital scarce region, which is continuously resiting against the over exploded population and demand. For dealing with the issues of unemployment, low resource and maintaining developmental spirit small scale industries proven as a boon for a country like India.

As E.F. Schumacher says ‘small is beautiful’, Apparently this small phenomena of establishing MSMEs paved the righteous way for the growth and development of a country because it needs low infrastructure, low investment and low manpower as well. Apart from that, in these sets up of new born industries, nothing new have been invented but these industries are getting expert in maintaining the existing system of innovation and production.
Moreover these industries are able to capture the domestic market very easily because they are very much aware about the prevalent trend and fashion in the society and they became the best according to the taste and preferences of the customers. Apart from this they became the symbol of national identity, in a way that they are always reluctant to adopt any change or anything new which is not known for the existing people. So they always try to move with the prevailing customs and traditions of the country. In this way small scale industries gained competitive advantages over other forms of exploration as shown in table 2.3

**Table 2.3: Competitive advantage of Small Businesses**

<table>
<thead>
<tr>
<th>Advantage</th>
<th>Outcomes</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.(a) Ability to perceive opportunities (b) Action orientation</td>
<td>1.(a) Innovation and technological development</td>
<td>1.(a) Silicon valley (California) (b) Route 128, Boston (c) research Triangle Park (Raleigh N.C)</td>
</tr>
<tr>
<td>2. a) Ability to mobilise local resources (b) Risk management</td>
<td>2.(a) Development of venture capital fund</td>
<td>2. Informal credit market in India</td>
</tr>
<tr>
<td>3.a) Ability to utilize resources efficiently b) increased resource specialization c) better managerial control</td>
<td>3. (a) Higher profitability (b) Lower factor costs, Particularly labour costs</td>
<td>3. (a) Bolton Report 1971 Wilson Committee 1979 (U.K.) (b) A large percentage of new employment in U.S. (c) Salaries in small0scale sector in Japan are almost half of that in the large industries.</td>
</tr>
<tr>
<td>4. Ability to react to rapidly changing environment</td>
<td>4.(a) greater innovative capabilities (b) Better equipped to complete in the growing service industry and in knowledge intensive-industries</td>
<td>4. (a) A large number of high tech, industries have been set up by entrepreneurs in the small scale industry.</td>
</tr>
</tbody>
</table>

2.5 Characteristics and Classification of MSMEs

Small and medium enterprises are different from other industries in many ways. They are differently characterised because of their different features.

2.5.1 Characteristics of Small Industries

There are no specific characteristics and features existing as far as small industries are concerned. Even though there are some unique characteristics that make them worth of being mentioned.

1. Low level of capital investments
2. Fewer numbers of workers, some have less than 10.
3. Mainly located near rural or semi urban areas.
4. Main production goods are light consumer goods etc.
5. Mostly these are privately owned firms.
6. Most of the times these firms are governed by the single owner and worker.
8. Financial assistance basically comes from owner’s savings.
9. Fixed assets constitute the largest portion of this industry.
10. Very few of small scale industries turned up and grown in medium and large scale industries.
11. Most of them are desirous of making profit, more wealth by illegal means.
12. Exploitation of labour is common in these industries.
13. Management and organising body is not so well trained in these industries.
14. Financial discipline is very weak.
15. Lack of entrepreneurial traits is in one of the common feature.

2.5.2 Classification of Small Industries in India

India is an emerging economy with innumerable small industrial covering, a wide spectrum of range of products and features, providing a touching base for more employment, resource utilisation and scope for development and innovation, providing a platform, the base from simple to highly sophisticated technologies. Some industries were involved in products of high mass consumption and some are engaged in the production of some components to the large sector.
The small industrial division has been classified into two wide classifications:

1) Modern small scale industrial sector including tiny units and powerlooms
2) Traditional industries like khadi, coir industry, handlooms etc.

Both of them have their own requirements and features depending on the size, type and the products they are producing.

**Figure - 2.1: Classification of Small Scale Industries in India**

2.6 Role of Small Scale Industry in Country's Growth and Experience

In a developing economy like India small scale industry is a kind of way forward for the growth and development of a nation. After the independence, with the advent of planning process, India experienced quite excellent results in terms of creating employment, increasing production and contribution in the global market in terms of major export units as well. As India also have a poverty ridden population in this case as well, SSI proved to be better way to sustain and as a source of income. Table 2.4 shows the growth of small sector since 1950s to recent which depicting a satisfactory picture of growth and development in terms increased number of units, employment, investments, production and share in total export.

**Table 2.4 Small-Scale Sector Growth over the Years**

<table>
<thead>
<tr>
<th>Year</th>
<th>No. Of Units</th>
<th>Employment No. (Lakhs)</th>
<th>Investments (Rs. Crore)</th>
<th>Production at Current prices (Rs. Crore)</th>
<th>Export (Rs. Crore)</th>
<th>Share in total exports (percent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950-51</td>
<td>0.16</td>
<td>7.00</td>
<td>120</td>
<td>615</td>
<td>40</td>
<td>5.2</td>
</tr>
<tr>
<td>1965-66</td>
<td>0.37</td>
<td>30.00</td>
<td>356</td>
<td>2,850</td>
<td>210</td>
<td>8.4</td>
</tr>
<tr>
<td>1975-76</td>
<td>5.46</td>
<td>45.90</td>
<td>3,204</td>
<td>11,000</td>
<td>532</td>
<td>13.2</td>
</tr>
<tr>
<td>1980-81</td>
<td>8.74</td>
<td>71.00</td>
<td>5,850</td>
<td>28,060</td>
<td>1,643</td>
<td>24.5</td>
</tr>
<tr>
<td>1985-86</td>
<td>13.55</td>
<td>96.00</td>
<td>9,585</td>
<td>61,228</td>
<td>2,769</td>
<td>25.4</td>
</tr>
<tr>
<td>1990-91</td>
<td>20.82</td>
<td>129.80</td>
<td>20,438</td>
<td>1,78,699</td>
<td>13,883</td>
<td>31.5</td>
</tr>
<tr>
<td>1992-93</td>
<td>22.46</td>
<td>134.10</td>
<td>21,816</td>
<td>2,09,300</td>
<td>17,785</td>
<td>33.1</td>
</tr>
<tr>
<td>1993-94</td>
<td>23.85</td>
<td>139.40</td>
<td>22,934</td>
<td>2,41,648</td>
<td>25,307</td>
<td>36.3</td>
</tr>
<tr>
<td>1994-95</td>
<td>25.71</td>
<td>146.60</td>
<td>24,874</td>
<td>2,90,586</td>
<td>29,068</td>
<td>35.2</td>
</tr>
<tr>
<td>1995-96</td>
<td>26.58</td>
<td>152.60</td>
<td>26,726</td>
<td>3,62,656</td>
<td>36,470</td>
<td>34.3</td>
</tr>
<tr>
<td>1996-97</td>
<td>28.03</td>
<td>160.00</td>
<td>30,250</td>
<td>4,11,858</td>
<td>39,248</td>
<td>33.4</td>
</tr>
<tr>
<td>1997-98</td>
<td>29.44</td>
<td>167.20</td>
<td>33,445</td>
<td>4,62,641</td>
<td>44,442</td>
<td>33.0</td>
</tr>
<tr>
<td>1998-99</td>
<td>30.80</td>
<td>171.60</td>
<td>36,216</td>
<td>5,20,650</td>
<td>48,979</td>
<td>34.2</td>
</tr>
</tbody>
</table>
7 Women Development through MSMEs

"Status of women freedom depends on economic conditions even more than political. If a woman is not economically free and self-earning, she will have to depend on her husband or someone else, and dependents are never free." These were the ideas of Pandit Jawaharlal Nehru, the first Prime Minister of India, who vividly highlighted the importance of economic independence of women. Although the above ideas are antagonistic to the laws of Manu written early in the Christian era which rest on the need to control women because of the "evils" of female character.

During the globalization period, 1991 Industrial Policy has envisaged special training programmes to support women entrepreneurs. Women entrepreneurs receive training on various entrepreneurship dimensions through Entrepreneurship Development Programmes (EDPS) conducted by various institutions and organizations both at central and state levels. The Small Industries Development Organization (SIDO), has its field offices all over the country. It is running various development programmes specially aimed for women entrepreneurs and is providing schemes for setting up of SSI units. Keeping in mind the changing outlook for the promotion of women enterprises, the SSI Board in 1991 revised the definition of women enterprises by omitting the condition of employing 50 per cent of women workers. This provided a boost to women entrepreneurs to take up business and avail facilities/concessions as are applicable to SSIs. "Women in business" is being considered a recent phenomenon in India. In fact that almost half the population of...
this large country comprises of females while businesses owned and operated by females constitute merely five percent which has a deep reflection on social, cultural as well as economic distractions in the decades of development. Indeed, women’s participation in economic activity and production of goods and services is far greater than formal statistics might reveal, since much of it takes place in the informal and unorganized sector and often unreported or falsely reported as also in the households.

Setting up an enterprise is not an easy job for women entrepreneurs and at the same time running the enterprise is a greater task. A challenge is always there for these women entrepreneurs to run their enterprise successfully earning profit and ensuring the growth of the enterprises which will severely test their entrepreneurial skill and survival of the unit. Despite of various odds against them, several brave and dynamic women are off to run their own enterprises. Even though there has been a considerable increase in the number of women entering in entrepreneurial activity, they are being introduced to many constraints and difficulties with regard to control and decision making, social status and enthusiasm in the product or service in which they are dealing. It is found that women are entering more in this venture as compared to man to start their own business to make social contribution in addition to desire of exploring their inner self and fulfilling their means of livelihood.

2.8 Profile of the Women Micro Entrepreneur and Factors Affecting the Choices

Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined a woman entrepreneurship as "an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women". In India, women constitute around 48 percent of the population but their participation in the economic activities is only 34 percent. As per the Human Development Report (2007), India ranks 96th on the gender related development index of 137 nations. The gender empowerment measures, which estimate the extent of women participation in the country's economic and political activities, rank India as 110th of the 166 nations. In the emerging complex social scenario, women have a pivotal role to play. Now women have taken up entrepreneurial role in order to create a meaning for themselves. The traditional roles of housewives are gradually changing into women
entrepreneurs. Some of the factors responsible for these changes are better education, changing socio cultural values and need for supplementary income. When proper exposure, education and knowledge are imparted to them, Indian women will prove themselves to be highly potential productive force for the development of the nation.

The study by Rani (1996) found that the availability of leisure time motivated women entrepreneurs from higher income classes. Contrary to the above, women entrepreneurs are forced to take entrepreneurship in the absence of any other means of contributing to family income (D'Cruz, 2003). The study also found that, family support and encouragements are the highest facilitating factor which helped women to aspire entrepreneurship (Pillai and Anna, 1990). Traditional concept of the entrepreneurship cited the desire to self-employed, to generate income and to utilize skills according to Hookoomsing and Essao (2003), (Richardson et al., 2004).

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 and also provide society with different solutions to management, organization 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.

Over the past few decades the sex role of women has been breaking the barriers of four walls. Today the roles of women are not confined to the traditional on as a mother / housewife. The role of modern women is much more than, what it was previously. However even after the 63 years of India's independence the bias against women continues because of the cultural and traditional mores, which has affected lot
on the female status and role. A woman has to play multiple roles, besides playing the role of housewife/mother/daughter, she has to play different roles in community in the social settings simultaneously. In playing all the roles, women sometimes submerged her own self-role and her own real identity. (Vijaykumar and Naresh. 2011)

Women’s reasons for starting business are not always often driven by positive factors but also due to negative circumstances such as low family income, lack of employment opportunities and dissatisfaction with a current job or the need for flexible work (Robinson, 2001). These factors tend to be most predominant among women within developing economies (Dhaliwal, 1998). A previous study also observed that the primary concern of women NGO founders in India is pursuing the NGO’s mission than the earnings (Handy, Hassan and Rahade, 2003).

Age

Since it is only recently that women, especially from the low income segment, have started entering the arena of entrepreneurship, younger women (20-30 years) were not only motivated by their desire to gain social recognition, but also to pursue their own interest and be independent. Women in the 30 years and above are bracket in contract, were motivated to support family earnings.

Various studies have indicated different socio-economic impediments to raising funds for a business owned and run by a woman (Pellegrino and Reese, 1982). Hurley (1991) suggested that acquiring capital and other resources for the venture had been a problem area for women.

According to Stevenson (1986), as far as informal support and business networking is concerned, women are again found to be struggling for relevant experience and support. Building business contacts can provide successful routes by which entrepreneurs can gain access to social capital, and thus represent a key component of beneficial networks (Burt, 1992). The Scenario of existing MSME trend in India, which still don’t have any particular blue print, providing an optimum platform for these women. Due to the lack of proper management and entrepreneurial skills, MSME proved as a way to gain experience for them by less input which gradually may turn into a successful corporate venture.
Attitude:

Other issues faced by women in starting a business are: less favourable attitude of people towards them leading to sceptical opinions about their skills and decision-making abilities, fewer examples of successful women entrepreneurs at the grassroots level, difficulties in winning the trust and confidence of various stakeholders (Goffee and Scape, 1985; Timmons, 1986; Hisrich and Brush, 1986; Collette and Aubry, 1990; and Belcourt et al., 1991). All this is also due to existing lowered eye. Introduction of MSMEs led to the scope for changing the mind set of people regarding the entrepreneurial ability of women entrepreneur. Currently, majority of MSMEs are running without any proper managerial and operational infrastructure. Due to this MSMEs is itself on the verge of development, so the low status of women in the society, letting them to engage in this sector. And indirectly MSMEs is providing a chance for women section to prove themselves as a successful entrepreneur, by extending them into big ventures.

Confidence and Ability:

According to Rajani (2008), lack of self-confidence in women leads to many external problems such as inability to manage finance-related issues, ineffective administration and slow or negligible growth. Kirkwood (2009) reflected that apart from external factors creating hindrances; there are certain in-built inefficiencies of women which also work as deterrents, of which, lack of self-confidence in their entrepreneurial abilities is the major one.

It has been observed that more educated women dare to think beyond the traditional business setups and move quickly towards non-traditional business opportunities (Hisrich and O'Brien, 1982). Therefore, education is another important factor affecting the spirit of women entrepreneurship. Although it does not make a difference when a woman considers starting her own business (Rani, 1992), it definitely influences her choice of business. On one hand, where MSMEs are proving as the low choice of women for their inability and lack of education, on the other side this will work as dew on the mountain for them. By working in MSMEs they are gaining learning and experience and may turn into good entrepreneurs.
Family Responsibilities:

Family responsibilities often pose a choice between career and home which is a desirable situation for any woman. The major support system for a woman is her family, but various studies concluded that women entrepreneurs generally do not get the required support from their homes and are expected to fulfill all their household responsibilities at the cost of their business-related responsibilities (Goffee and Scasse, 1985). Most of the time women find it difficult to expand their businesses beyond the boundaries of their home town which affects their growth possibilities. Sometime opportunities are also left from their hands due the above problem. With respect to social and capital networks, some research indicates gender-specific deficits in the networking abilities of female entrepreneurs even in developed economies, demonstrating the limited outreach and diversity of women entrepreneurs’ networks (Cooper, 1995). According to Rajani (2008), generally women focus on the local taste, demand and culture or easy availability due to their limitations regarding business expansion as well as lack of vision and strategic planning (Alok & Medha, 2013). But this may turn into positive ends as well. Because major markets has been affected by women population. And women do understand the market’s status better than men. So they can use their vision to capture the market through the characteristics of MSMEs.
CHAPTER-3

Literature Review
3.1 Studies on Development of Women Entrepreneurship

Several studies related to women entrepreneurs in India have been reviewed. The conclusion and findings of those studies have been discussed under

1. **Vijayakumar and Naresh, (2013)** conceived by study that the development of women entrepreneurs through small and medium enterprises remarkably affected the status and participation of women in the economic development, although women constitutes half of the population and only 5% of women contributes by adopting the entrepreneurship as an economic activity. After the initiation of the procession of Five Year plans till 70’s the government’s major focus was towards welfare of women but in 80s the approach had been moved from welfare to development of a women and therefore government came up with lots of schemes and programmes to develop and boost entrepreneurship as a policy option for their development. Whereas, still a lot of obstacles are still existing for women entrepreneurs such as social attitude and support by the society, difficulty in financing, marketing, operational and management areas and the other business establishing factors. And the suggestive measures identified by the author were proper technical education to the women, opening of women development cells, improvement of identification mechanism of new enterprise, assistance in project formulation and follow up of training programmes.

2. **Sharma, (2013)** studied the development of women entrepreneurship after 1991 by the initiation of LPG in India. The marked changes have been upsurge in the development of women participation in economic growth of a country. The Indian government shifted its welfare oriented approach to the development oriented approach for women in 70s. As far as entrepreneurship is concerned women are still at the backdrop due to societal backlash. Though, women work participation has been increased from 14.5% (1970-71) to 31.6 % (2010-2011) which is an accountable progress but it is still very low as compared to other developed and emerging economies. This has been proved by many models that Indian women do have the potential and skills; the only thing is to develop some program and schemes to sharpen their entrepreneurial
traits and abilities, which ultimately will lead to the development in the overall economy of a nation.

3. **Kain and Sharma, (2013)** studied about the need of education for women entrepreneurship because entrepreneurship is very important for industrial development of an economy. Specifically for emerging economies, entrepreneurship is very crucial array to think about. Women constitute half of the population, to feed, to allocate resources; keeping in view these aspects educating women will enhance the overall development of a nation.

4. **Pawar, (2013)** evaluated the role of various organisations in the development of women entrepreneurship in India. Since independence, government is continuously making efforts to give space to women population to come into mainstream for national development. Numerous schemes and policies have been provided for women to face out the hurdles and difficulties they are facing at different level of society; instead government also provide them with provision at district, state and central governance level. But the lacuna behind this entire positive trend is that the benefit is only confined to small section of women.

5. **Singh, (2012)** tried to evaluate the importance and impact of Self Help Groups (SHGs) in Himachal Pradesh with reference to the development of women entrepreneurship in India. According to his study, SHGs has proven as a boon for women, to empower them and participate in economic activities. The aftermath, brought by initializing SHGs in an area made a remarkable change and led to decrement of problems which women entrepreneurs were facing due to finance and management.

6. **Arroyo, Fuentes, Bojica and Ariza, (2012)** studied the acquisition of key capabilities in women owned firms, focussing on the degree of innovativeness achieved by the women entrepreneurs. Due to the belief that most of the times women enter into traditional sector. The result of this study shows the extent of innovativeness by the women owned firm, which led to examine the capabilities needed to enhance knowledge from external sources in order to
balance their lack of experience. And this gives the new line of research to explore the women entrepreneurial development from different perspective excluding innovativeness.

7. Achtenhagen and Welter, (2011) reported in their article that the media is playing vitally to develop entrepreneurship acumen among the women. The mass media can create a role model and suggest entrepreneurial types accepted in society, can increase the individuals likelihood for becoming an entrepreneur. Media is influencing ones behaviour and attitude variedly. Mass media could decrease the gaps in perception and at psychological level. Media can help positively in creating an image as entrepreneurs. Media training can help entrepreneurs to see the perspectives through gender lens.

8. Ghanashyambhai, (2011) stated women leaders as the visionary of the competitive world. Author clearly highlighted that now the scenario has been reversed. Where earlier Indian women gives the picture of illiteracy, subjugation, discrimination etc. Now & then women have recognised their strength and potential equivalent to men. And now capturing the market and coming up in flying colours. Women have started contributing equivalent to men in the main stream and the transformation of the traditional society into new breaking modern time leading to realization of women's respectable position in a society. Now govt has been suing towards finding the solution of the related problems with the empowerment of women.

9. Koehler, (2010) researched the scenario of women entrepreneurship in early Islam. The study clearly proved the comparison of female entrepreneurship in pre-Islamic society and in Mohammed’s era and showed that Islam has given the leadership roles before and after the establishment of Islam. Women’s decisions regarding finances, matrimony and religious affiliation were considered and used to take into consideration. But now days this stand of women has been manipulated and fabricated by the society, which is hindering women to come up as women entrepreneurs.
10. Kollan and Parikh, (2005) explained the reflection of Indian women in entrepreneurial world by analysing the impact of entrepreneurial skills and traits since ages from 50s till date. The changing status of women and acceptance by the society had been vividly identified in different periods. In 50s when women were struggling with their rights against the male dominant society and only restricted to the household chores, began to come up with more working avenues at home for earning money in 60s. And in 70s women started going school for education but were not able to move further for higher studies. In 80s, now women got an opportunity to hold higher degree and started holding position in various job sectors, but they were very less in number. In 90s, women accomplished an optimum position to be considered as an important part in the development of an economy. In 20th and 21st century now women are playing equally with men in every field and now it has been accepted widely that Indian women already constitute entrepreneurial traits in their personality naturally, the way they bear the responsibility in family and household stuffs. And these days women could easily access any job as compared to earlier time. Although there has been a lot of social-economic-political barriers existing to tackle with.

11. Mattu, (2004) revealed the contemporary trend of growing acceptance of entrepreneurship among women as a career. Now women entrepreneurs reaching to height of modern advanced world of engineering, business and energy. Now nothing is far from the approach of women due to the modern world dynamism, they can access anything, anytime very easily. But, as far as women entrepreneurship is concerned it still need big jack, going through the transition period. With the advent of mass globalisation, commercialisation and modernization economy have gradually erased all the barriers of accessing market leading to change in the institutional thoughts and attitudes led to opening the ways and means to assist their family in financial terms. All these results into the continuous increase in number of urban women emerging as an successful entrepreneurs.
12. *Rathore, (2002)* pointed out the importance of entrepreneurship for the development of a country. Author says entrepreneurship is not only the way to boost up innovation and productivity but was a way to contribute something new to our society for the coming future. The need is to come up with such an entrepreneurial framework which may mix with the deep rooted psycho-philosophy in Indian context and values. Analysing status of women entrepreneurs, it had been identified that majority of women were engaged in unorganized sector like handicrafts industries, agriculture and cottage industries etc. participation of women in industrial sector is quite a recent phenomena. In 1995-96, there were more than 2,95,680 women entrepreneurs of the total 2.64 million entrepreneurs in India constituting 11.2% of the total.

3.2 Studies on the Progress of Women Entrepreneurship in India

Women entrepreneurs and their progress in India have been assessed by many researchers. Findings of different researchers have been discussed below.

1. *Kothawale, (2013)* stated that in recent years women showed a tremendous participation in socio-economic development of a nation and also took step ahead in the Entrepreneurship. It is also instrumental in sustaining the process of economic development. Due to the low status of women in our society women still couldn’t able to dare to come out of their traditional role. In 2010-11, women work participation in India was 31.6% whereas in USA it was 45%, UK 43%, Canada 42%, Indonesia 40%, France 38%, Sri Lanka and Brazil both 35%. The analysis of data regarding women entrepreneurship development in terms of total number of units registered, number of women entrepreneurs and their percentage in Select Leading State in India shows that UP has got the highest percentage of 39.84 in number of women entrepreneurs followed by Gujarat which secures 39.72%. The state of Karnataka has the lowest women entrepreneurs, i.e., 26.84% only. It is in a fitness of thing to focus more on the entrepreneurial development program for women, leading to more bright future of a nation.
2. **Kumbhar, (2013)** discussed the critical issues of women entrepreneurship in rural India. Last ten years evidently shows the women participation in the development of an economy through service sector, manufacturing sector and agricultural sector. Recently many women are entering into the entrepreneurship as their profession. But the rural women are still lagged behind due to the social milieu of the society. The isolated and confined status of women in traditional set up is in one of the major reason for this loophole. Absence of a definite agenda of life, absence of balance between family and career obligations of women, poor degree of financial freedom for women, absence of direct ownership of the property to women, paradox of entrepreneurial skill and finance in economically rich and poor women, no awareness about capacities, low ability to bear risks, problems of work with male workers, negligence by financial institutions, lack of self-confidence, lack of professional education, mobility constraints and lack of interaction with successful entrepreneurs are major problems of women entrepreneurship development in India. He suggested that there is an urgent need to develop more effective policy tools to explore this platform for women with opening avenues to develop entrepreneurial traits and skills.

3. **Tripathi, (2012)** assessed the overview of women entrepreneurship with reference to women entrepreneurs in 21st century. The era up surging the tremendous up-gradation of women’s status and role in a society. Now the number has taken a grip in entrepreneurship, which was only considered to be the male task. But still there are several socio-economic-political factors; the women are struggling with to get success and to prove themselves.

4. **Goyal and Parkash, (2011)** highlighted the concept of women entrepreneur, reasons for women to become entrepreneurs, reasons for slow progress of women entrepreneurs in India, suggestions for the growth of women entrepreneurs, schemes for promotion and development of women entrepreneurship in India and exemplified the study by assessing the case study of a women entrepreneur of Ludhiana named Rajni Bector. As per the elucidation of the study the definition given by Government of India “an enterprise owned and controlled by women having a minimum financial
interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women”. Innumerable reasons are on the verge of prediction, sometimes to bear the burden of family and sometimes the desire of self-independency and individualism, to acquire self-esteem and prestige in a society due to which women are entering into entrepreneurial business. But this becomes a very gradual progress in India, for adopting women entrepreneurship as a profession. They pointed out that the main reason for this slow progress is the male chauvinist society who socially, politically and economically enforces women to step back from pursuing this field as a profession. Although government has remarkably shifted his policy making objective from welfare oriented approach to the development oriented approach after 1970s, but still they have to go a long way. Because it’s only benefiting the small section of women population basically, middle class women. And a lot of remedial measures must be adopted for implementing these policies and schemes and some personality development and informative programs must be launched for the better results. The authors supported their study by describing the case study of women entrepreneur of Ludhiana named Rajni Bector. She was a graduate housewife, who started her business of ice cream in the backyard of her house to sustain her family, which now became one of the largest food processing companies of India with an annual growth rate of 30% i.e. Cremica. This shows that Indian women do have the potential and skill to become a better entrepreneur.

5. Deshpande and Sethi, (2009) concluded by analysing the scenario of women entrepreneurship in India that there are two main stream of thoughts 1) employment centered and 2) argument for autonomy of women, by the government and various other agencies. There are three broad stages for this- I. Conceptualization II. Analysis of internal aspects III. Analysis of external aspects. All this analysis led to the conclusion that Indian women constitutes the entrepreneurial acumen to contribute in the growth of an economy. Nevertheless, some loopholes must be filled up at governmental level and societal level related to the status and role of women.
6. **Darrene, Harpel and Mayer, (2008)** conducted a research to find out the relationship between self employment among women and elements of human capital. The study concluded the result that self employed women differ on various footing of human capital variables like wages and salaries etc. The study also curtailed the fact that the level of education attainment is higher among the self employed women as compared to other working women. And the higher percentages of self-employed section of women prefer to opt managerial jobs as compared to other working women. This study also throws light on similarities and dissimilarities of situation for self employed men and women. The basic difference lies in education, experience and preparedness. The major difference between them is in variation between their occupational and industry experience. The percentage of people holding management position and participation in industries like communication, transportation, wholesale trade, manufacturing and construction is lower in self employed women than men. The Analysis of this study is based on data from Current Population Survey (CPS) Annual Social and Economic Supplement (ASEC) from 1994 to 2006.

7. **Greene et. al., (2003)** studied the evaluation of publication and research contribution in the area of women entrepreneurship. The study lead to the categorization of number of secondary data i.e. journal & research resources on the basis of certain parameters associated with women entrepreneurship like size of business unit, personal attributes, gender discrimination and feminist perspective.

8. **Bowen and Hisrich (1986)** assessed number of research studies related to entrepreneurship including women entrepreneurship. This study highlights the fact that women entrepreneurs seems well educated in general but they were lacking in entrepreneurial skills and traits, lack of decision making skills in long run and lacking in the leadership potential and values like of their male members who are engaged in business like father, children etc. Moreover, to control the male dominated industries in this scenario where women are going through a lot of criticism and lowered eyes by the other male member needs an
additional training and skills of management and controlling. Women network report on Women in Business & in Decision Making focus on women entrepreneurs assessed the problem faced by them in starting and running a business venture, lack of education, size of business unit, family background etc. Some interesting points came out of this study is that less educated women group are engaged in small enterprises and doing hardships to assist their family, but they don’t get any support for the domestic works from male member at home. Majority of women pursuing entrepreneurship before the age of 35 after gaining experience by working in some industries and corporate. The motivational factors responsible for their success and stand as an entrepreneur were desire of control & freedom of decision making, to earn lump sum money. Dedication and devotion for their work, indulgence of more than 48 hours in a week for their work give them a sense of confidence. But still work-life balance is the major barrier which they have to face who have children and husband in their family.

3.3 Studies on Importance of Women Entrepreneurs in Economic Development of a Nation

Women are the building blocks in nation development. Many studies have been made regarding what factors influences the development of a nation. Most of the analyst found women as an important factor in economic development. Some related studies are as follows:

1. **Kothavale, (2013)** stated that in recent years women showed a tremendous participation in socio-economic development of a nation and also took step ahead in the Entrepreneurship. It is also instrumental in sustaining the process of economic development. Due to the low status of women in our society women still couldn’t dare to come out of their traditional role. In 2010-11, women work participation in India was 31.6% whereas in USA it was 45%, UK 43%, Canada 42%, Indonesia 40%, France 38%, Sri Lanka and Brazil both 35%. The analysis of data regarding women entrepreneurship development in terms of total number of units registered, number of women entrepreneurs and their percentage in Select Leading State in India shows that UP has got the highest percentage of 39.84 in number of women entrepreneurs
followed by Gujarat which secures 39.72%. The state of Karnataka has the
lowest women entrepreneurs, i.e., 26.84% only. It is in a fitness of thing to
focus more on the entrepreneurial development program for women, leading
to more bright future of a nation.

2. **Nehru and Bhardwaj, (2013)** stated that the development of a nation is
evaluated by the status of women in a country. Entrepreneurship had been
considered to be the male acumen till ages, but now a day’s trend has been
changing and women has also started adopting business line as a profession.
The key characteristic as a motivational factor of women entrepreneur is they
have ‘vision’. They find a niche in a particular market and find a way to fill.
They give life to their vision. New challenges and self-fulfilment, to support
family expenses, bright future of their wards, self-satisfaction, education etc.
are the reasons for women entering into entrepreneurship as a profession.
Government consistently stepping forth since the initiation of the planning for
providing more and more assistance to women through various schemes and
training programs. But the benefit is confined to the very small section of
society. Hence, some more efforts have to be made to bring the women
entrepreneurs in the forefront leading to the overall socio-economic
development of an economy.

3. **Maradi and Dasar, (2013)** pointed out women entrepreneurship as the
important tool for social and economic development and for overall economic
development of any society or a country. It has been revealed in recent survey
that female entrepreneurs from India are generating more wealth than the
women in any part of the world. Concerning the importance of women
entrepreneurs’ government has adopted Gender Budgeting GB, as a tool for
achieving gender mainstreaming, in 2005. The first step in this direction was
the establishment of Gender Budgeting Cells in 56 ministries/departments at
union level. It serves as a reporting mechanism and provides an indication of
the funds flowing to women. Over the years, the number of ministries
/departments reporting in the GB Statement has gone up from 9 (2005-06) to
29 (2011-12). The magnitude of GB allocations as a percentage of total
budgets has also gone up from 2.79 per cent in 2005-6 to 6.22 per cent in 2011-12.

4. **Shah, (2013)** examined by conducting a research based on primary and secondary data, women entrepreneurship as an unidentified potential for the growth in India. But still they lag behind with only 13.72% registration in MSME. According to the survey made by the author, he tried to come up with a result to show the additional barriers faced by women entrepreneur as compared to men in terms of market accessibility, financing, work family life balance etc. And she came up with result that 38% respondents answered it as neither difficult nor easy for accessing the government schemes. Around 41% women entrepreneurs were dependant on their husband for financing needs, because of the perception that they won’t be able to repay loans on time. The reason major cited for entering into the business sector is economic dependence and self-attainment. In last six decades, instead of continuous governmental initiatives, the picture changed a lot but still the beneficial women are very less. Still a lot has to be done for the upliftment of women’s potential as an entrepreneur.

5. **Jalbert, (2000)** examined the role of women entrepreneurs in global economy in his study. He explored the importance of women’s business associations in strengthening women’s position in business and global trade. This research revealed that women entrepreneurs are making remarkable contribution to international trade market, global economic health & economic prosperity by bringing many assets to international market. The analysis has been done on the basis of data collection through surveys, focus groups and interviews and through reviewing published work. According to the analysis of this research study, women entrepreneurs are doing efficient job in building and maintaining long term professional relationships and networks to communicate effectively, to organize efficiently and to maintain the demanded cultural conservative gap among professional contacts. Researchers argued that women entrepreneurs have their own vision and creative way of doing things, which makes them different and more influential from male business
owners. These features include focus, personal motivation and enthusiasm, zeal to face challenge, high energy level, interpersonal skills etc. There is a worldwide database of economically active persons known as Women’s Indicators and Statistical Data Base (WISTAT), from which one may extract the general number of women entrepreneur from the whole. The number of women entrepreneurs per 100 men in each region is represented for three decades from 1970 to 1990. From this site we may find out the self employed or entrepreneurs. This category defines those persons who are economically independent and who could be entrepreneurs. The study describes the gap between men and women entrepreneurs has been shrinking tremendously. In 1970 the number of women entrepreneur was 26 per 100 male entrepreneurs but by 1990 this number increased to 40 women entrepreneurs per 100 male entrepreneurs.

6. **Zaveri and Mehta, (2000)** investigated a research on working women and arrived at a conclusion that in Indian society, traditionally the role and status of women had been inferior to men. This is not only the case of rural areas but this is the same in urban areas also where women is considered as the subordinate member of a society and supposed to do all household chores and responsibility, even if both husband and wife is working and doing the full time job, the burden of all household responsibility is of women.

3.4 Studies on Factors Responsible for Motivating Women to Enter into Entrepreneurship.

Women are turning into entrepreneurs day by day in the whole world and the pace of this change is continuously increasing. The reason for this change has been discussed by different scholars differently. Literature reviewed for such factors is as under:

1. **Kaushik, (2013)** stated that the women of age group 35-40 years supposed to enter into entrepreneurship due to the economic reason, to support their family. Whereas, entrepreneurship is still a big leap to attain for women due to social-economic-political backdrop reason of our country.
2. **Rao, Rao and Ganesh, (2013)** analysed status of women entrepreneurship in India through a case study of Andhra Pradesh. The study evidently signifies that Indian women do constitute entrepreneurial potential, and lot of women has already set remarkable paradigm shift by accomplishing success in this field. And SHGs program also came up well with flying colours, providing more and more avenues and benefits for women to take up this opportunity well.

3. **Nachimuthu and Gunatharan, (2012)** found out the women entrepreneurship as the major factor of women empowerment. Because entrepreneurship enhance their economic status and decision making power. Economic status, self-worth, self-confidence and social status of women entrepreneurs are the variables that define empowerment of women. Women entrepreneurs in SHGs are more empowered than other (Non SHG) entrepreneurs. And this will bring visibility and voice at home, workplace and society which will result to the increment of the egalitarian status of women in society, for these SHGs seem to be the most viable option for empowering the backward women.

4. **Blair, (2012)** explained in her article of OECD Yearbook/2012 that the women of the present age are more enthusiastic and motivated, having zeal to face challenge. As entrepreneurship contributes in the growth of an economy, participation of women in entrepreneurship will also contribute in the overall development and growth of an economy. Author analyzed that in some parts of the world it is women who are more in number as compared to male entrepreneurs, but their indulgence in informal sector does not make them accountable. Indeed the obstacles and hurdles is still existing like a giant leap for women in various ways i.e. lack of support, financing, male dominant notions etc. Even though, women struggling with these problems and standing remarkably as an entrepreneurs. The author recommended thinking about these related issues concerned with women entrepreneurs and optimising them on the priority basis. So that overall positive results can be derived in lieu of development from an individual to the society.
5. Srivastava, (2012) explored the motivational factors which helps in the emergence of women entrepreneurs. Entrepreneurship development has a very crucial role to play in the development of an economy. The study witnessing, how far motivational factors are responsible for the success of women entrepreneurs by investigating the status of women entrepreneurs in Mumbai and suburbs. The study revealed that the middle aged women who are married were supposed be more in number as compared to those who having other marital status. Apart from this most of the women prefer service sector for this purpose because its least risk bearing.

6. Ismail, Ahmad, Gadar and Yunus, (2012) focussed on the stimulating factors responsible for the women entrepreneurship. According to this study, entrepreneurial intentions correlated with cultural and with personal factors. And according to the respondents of this study apart from cultural and personal factors, demographic variables such as age, marital status also influence the entrepreneurial intentions among women strata.

7. Lathwal, (2011) has done an exploratory study to identify women who become successful entrepreneurs, their motivational factors and their drive, the problems encountered by them and the operational problems they are facing by the case study of Delhi state and around. ‘Keeping busy’, independency, ‘want to excel’ etc. were the major motivational factors and major support women are receiving from their husband and family. But still they were lacking in some operational skills at the global market competence level. All of the above, the recent enlightened scenario helped a lot of women to opt entrepreneurship as their career leading to the growth and development in an economy.

8. Ozcan, (2011) analysed the effect of spouse in the transition of women entrepreneurs. Author studied whether marriage and relationship status influence self-employment transitions. Further, it asks whether having a partner with specific characteristics makes these transitions more likely. This study focussed not only marriage but other relationship arrangements such as
cohabitation, being divorced or a widow or single, as well as the influences of partners. Basically, author stated that men and women's choice of self-employment type depend on the outcome of their relationship status, which led to shape their constraints, resources and motivations as well. This research has been determined by formulating five hypothesis to define the link between individuals relationship status, their partner characteristics and their self-employment behaviour, of which majority of hypothesis were confirmed and came to the conclusion that being married is an important determinant of both types of self-employment transitions (i.e., incorporated or unincorporated) for men and for women. But this effect more in case of women than men because most of the times women's transition to self-employment takes place due to maintaining balance between work and family life. Whereas, cohabitation is only beneficial for men likelihood of entering into unincorporated self-employment, for which less resource is required. All this proves that marriage is considered to be more fruitful for self-employment than any other relationship status. And in other cases of single, cohabitants and divorced more likely to enter in self-employment in the form of unincorporated business. Overall, marriage is considered as the milestone to sustain in the business ventures and receives more support.

9. Okafor and Amalu, (2010) analysed entrepreneurial motivations as determinants of women entrepreneurship challenges. Different groups of women had different sets of motivational forces to derive them into entrepreneurs. Various factors are responsible for their indulgence in entrepreneurship i.e. lack of employment, survival of their family etc. The basic lacunae they are facing are lack of business skills, financial assistance, mismanagement, dependence of male counter parts etc. Sometimes its pull factors, working as their motivational factors, mainly for the upper class women who are educated and more informatics on the other hand the push factor works for driving women to enter into business, but when push factors are working as a motivation, the women most of time join unorganized sector where they don't know about the business traits and its process. And this comes up as a challenge for women entrepreneurs.
10. **Alina, (2010)** worked for analysing the difference between male vs female motivators which bring them to opt entrepreneurship as a profession. The results derived from this study are that the motivational factors remain the same for both male and female. Self-independency, money, acumen for facing new challenges are the factors which enhance their visibility in the mainstream. Just the only difference is that a female entrepreneur has been overburdened by the family work life balance.

11. **Cohoon, Wadhwa and Mitchell, (2010)** presented a detailed study of motivations, background and experiences of men and women entrepreneurs. They study is based on the collection of data from successful women entrepreneurs. The study revealed the major five financial and psychological factors working as motivational factors to become an entrepreneur. These are desire to increase wealth, desire to start their own business, to bring the change in a societal mindset by setting an example, to own their own company and not be treated as subordinate under other’s supervision. The issues & challenges were more related to sort as an entrepreneur rather as a gender specific issues. The study also curtailed the fact like why women are more interested in protecting intellectual wealth than their counterparts. Efficient mentoring and grooming of women may lead to encouragement and motivation for them for becoming a successful entrepreneurs.

12. **Das, (2001)** done an exploratory research to examine the problems faced by women in two states of southern India i.e. Kerala and Tamil Nadu. She explored their reasons for starting the business, their reasons for succeeding, and the work-family conflicts faced by these women. This study had been conducted to fill the research gap, a lot of studies had been taken to evaluate the status of women but not the women entrepreneurs in India. The study indicated that the women earn major family support as their motivational factor as compared to western countries. The major problem faced by them is related to financial assistance and lack of management skills. Around 69% of women were married and their response was satisfactory with their marital life. Major reason pointed out by women to enter into business is to assist their
family expenses and to support their husband due to his unemployment. As far as work family conflict is concerned, it's negligible as per the response of women respondents they are very satisfied by the support they are receiving from their family members. Self-potential and perseverance was considered to be the most important tool for motivation.

3.5 Studies on Rural Women Entrepreneurship

Rural women are also becoming aware of the opportunities present in the business world and are coming forward to exploit those opportunities. Different researches have been done on entrepreneurship related to rural women. Their results are mentioned as under:

1. Rai and Srivastava, (2013) investigated the issues confronted by rural women entrepreneurs. The most fundamental problem is attached with the prevailing societal dominations of dependency; family burden and due to suppression, the lack of accessibility to the capital are the main hindrance putting them into backlash. These socio-political-economic hindrances acts as barriers to their education and other marketing, technical, operational skills associated with entrepreneurship. The lack of institutional support, hence led to the urgent need to transform the rural societal psyche structure.

2. Kumbhar, (2013) discussed the critical issues of women entrepreneurship in rural India. Last ten years evidently shows the women participation in the development of an economy through service sector, manufacturing sector and agricultural sector. Recently many women are entering into the entrepreneurship as their profession. But the rural women are still lagged behind due to the social milieu of the society. The isolated and confined status of women in traditional set up is in one of the major reason for this loophole. Absence of a definite agenda of life, absence of balance between family and career obligations of women, poor degree of financial freedom for women, absence of direct ownership of the property to women, paradox of entrepreneurial skill and finance in economically rich and poor women, no awareness about capacities, low ability to bear risks, problems of work with
male workers, negligence by financial institutions, lack of self-confidence, lack of professional education, mobility constraints and lack of interaction with successful entrepreneurs are major problems of women entrepreneurship development in India. He suggested that there is an urgent need to develop more effective policy tools to explore this platform for women with opening avenues to develop entrepreneurial traits and skills.

3. Malhotra, Kanesathasan and Patel, (2012) reported that ICT will catalyse the women entrepreneurship in India; India has the fastest growing ICT industry. But the rural and poor women are not able to access these technologies due to lack of money and awareness. Paying more heed towards increasing ICT awareness among women will definitely help them to pace in entrepreneurship because this will substitute many of their hindrance i.e., mobility restrictions, access to the market, advertisement and promotion, and up to date information regarding current governmental schemes etc. On the other hand the ICT education itself will create an employment generation avenues for women by training programs.

4. Jyoti, Sharma and Kumari, (2011) examined the factors affecting orientation and satisfaction of women entrepreneurs in rural India. The results revealed that women who are oriented towards their business have a high level of satisfaction. Among the different factors that satisfy women entrepreneurs, pull factors reflect higher satisfaction as compared to push factors. Financial help from government and family also increase the satisfaction level of women entrepreneurs. The study shows that the women entrepreneurs have the courage to face the failures and remain in the business.

5. Sathiaabama, (2010) accessed the connection of rural empowerment and entrepreneurship development. In rural areas women has important role to play in economic area, due to the male member migration for the sake of employment. The majority of women are now trying to indulge in entrepreneurship in MSMEs due to the economic reasons, to earn livelihood for their children and family. As women constitutes half of the population and
rural women are the most backward citizen of a country, the increment in the entrepreneurship through NGOs, SHGs and other governmental agencies will empower the rural women and obviously this will be one step further for entrepreneurship and overall development of a society.

3.6 Case Studies of Women Entrepreneurs

Researchers and scholars have also studied women entrepreneurs according to the geographical area. Sample of women entrepreneurs from different areas have been studied. Some case studies related to women entrepreneurs are as follows:

1. Torri, (2014) explored the case of Gram Mooligai Company Limited (GMCL), which is the first female community enterprise in India active in the herbal sector. This initiative brought a lot of improvement in the conditions of women. This gave the space to women to achieve financial independency and resulting into the step ahead towards empowerment of women. The Sanghs (group of women constituting the community) led to more enhancements in awareness and acted as reinforcement for the women to participate in the mainstream. So far, this initiative helped the women strata in Socio-economic-political sense. And enhanced their capabilities, leadership skills and to some extent social learning abilities but this only confined to the lower caste women only. And they derived a lot of management and technical potential traits. But the society is still reluctant to accept their participation in the field. The responses of married respondents gave an idea that they were restricted from taking part in this community ventures. They have been exploited being considering negligent from their family responsibilities. While this collective initiative narrowed down the class, caste and gender gap.

2. Rao, Rao and Ganesh, (2013) analysed status of women entrepreneurship in India through a case study of Andhra Pradesh. The study evidently signifies that Indian women do constitutes entrepreneurial potential, and lot of women has already set remarkable paradigm shift by accomplishing success in this field. And SHGs program also came up well with flying colours, providing more and more avenues and benefits for women to take up this opportunity well.
3. **Basha, Pranav, Rao, Madhavi and Sudha, (2013)** analysed the development of women entrepreneurs in Nellore district of Andhra Pradesh, which is the biggest district of the state. Study described the family and husband were the major support which women derived to explore as an entrepreneur. And due to this they could be able to retain their prestige and self-esteem and will get motivated to achieve more and more success. Hence, the findings cite that family members and husband must provide their women with full support which boost their morale to get more and more accomplishments.

4. **Rao.V, Venkatchalaln and Joshi, (2013)** surveyed to analyse entrepreneurial characteristics and success of women entrepreneurs operating fashion and apparel business. And arrived at the conclusion that although women entrepreneurs are struggling with lot of social and economic issues, they are doing satisfactorily in fashion and apparel business because this task and creativity is considered to be the female characteristics. Large number of women are indulged in this business and well accepted as well.

5. **Shiralashetti, (2013)** examined the association between demographic factors and agricultural allied activities undertaken by women entrepreneurs by doing a case study in North Karnataka. Their study reveal that the various factors associated with agricultural allied activities are age, marital status, education, caste and family status etc. Special attention is needed in lieu of launching various training and awareness programs to overcome all the associated loopholes.

6. **Mani, (2013)** conducted a survey in the Tirunelveli District of Tamil Nadu to study the profile of the women entrepreneurs in Tirunelveli District, constraints faced by them, their health status and examined the self-reported reasons for their success by using random sampling technique and assessing secondary data. The study concluded that the major contribution in the entrepreneurship is of middle aged women than the old & young women. The successful women entrepreneurs were married; this signifies that the support they gain from their husband and family might be the biggest reason for them to enter into the business sector. Apart from this study revealed that the largest
number of women entrepreneurs were from OBC section followed by SCs, STs and upper class. As far as education is concerned 42% had primary education, 16% had high school degree and 17% had senior secondary education. The major motivating factor for their accepting business venture as a profession is the family survival burden and now society gradually started accepting that for increasing better standard of living women participation is also important to attain the high class lifestyle and the overall development of individual to society. And finance is still the biggest constraints and lack of capital accessibility has to tackle, besides that their health is also not representable. Majority of them having the regular health problems i.e. headache, back pain, body ache, tension etc. And around 28% women serving more than 8 hours for their business. The self-reported reasons cited by them for their success are their ‘hard work and perseverance’, ‘uniqueness in their products’ and ‘quality of their offerings’ etc. All this elucidation meant that the family support has the most important role to play for accomplishing success as women entrepreneurs, improving economic conditions and achieving better standard of living. Just the need is to provide them with special training and awareness skills to avoid the optimum hurdles.

7. Shanthi, Krishnan and Ponniyah, (2012) researched the aquaculture as the new opportunity for women entrepreneurs through a case study of Tamil Nadu. The study focussed on the women entrepreneurs who took up aquaculture as an opportunity to do business. Due to the migration of male earning members of a house women are taking initiative to pursue entrepreneurship in aquaculture. And women are playing well in this sector and this has proven as a new opportunity for women entrepreneurs to explore.

8. Upadhye and Madan, (2012) perceived the changing effect on women’s status due to the entrepreneurship. The author selected, city of Pune, Maharashtra, India for survey and find out the changing status of lower strata of women turning into entrepreneurs. The study portrays a picture of transformation in the personality, economic and social status of women from the lower strata of the society. The study signified that this initiative is indeed
bringing change in personality, vision and economic power of women. But the male chauvinist society is still reluctant to accept this changing women phase as entrepreneurship. The NGOs and SHGs are playing enthusiastically in securing women’s position as entrepreneurs.

9. Anjum, Khan, Naz, Raza and Fatima, (2012) analysed the problems and prospects of Women Entrepreneurs by doing a case study of Quetta-Pakistan. The position of women in Pakistan is very worse. Women don’t have any say in the main stream; women entrepreneurs are only in unorganised sector which is almost unaccountable and are just entering into business to overcome poverty and misery. And these women are striving for the equal rights and position in a society. The literacy level is very low. The government has to overlook this issue and bring in the forefront of governing regulation system of a country.

10. Datta and Gailey, (2012) find out the social entrepreneurship in a more supportive to picture by doing a case study of women’s Cooperatives in India. Women’s Cooperative remarkably increased the empowerment and social inclusion. This study diverted attention to widen understanding of women’s entrepreneurship issues in the context of India. Author studied the Lijjat’s scenario and its success and arrived at a conclusion, highlighting the significance of India as a platform to explore due to its large population and emerging economic and political importance at a global level. Cooperatives enabled women to broaden their thinking legally, politically, socially and benefitted in way to breakdown the patriarchal frontiers. This helped them to learn how financial constraints could be reduced and team work could be managed. Above all this helped them to improve their conditions at all level.

11. Scott, Dolan, Louis, Sugde and Wu, (2012) done a study of Avon in South Africa to determine enterprise and inequality. Avon’s evident success to help women to escape from poverty, as well as its sustenance power in the worst circumstances when similar initiatives failed, has captured the attention of the international development community. Avon changed the thought process of
the African women regarding entrepreneurship. Avon's success proved that
this business form can work beyond the constraints faced by women imposed
by customary patriarchy and given a vision to find a mid-way to help women
to enter into business ventures.

12. Mehta and Mehta, (2011) conceived that the rural India which constitutes the
major population is having the potential of more opening avenues for women
entrepreneurship. The garment industries in Kerala and knitting in Jharkhand
are the glaring examples to judge the entrepreneurial potential in rural women
of India.

13. Sorokhalibam and Laishram, (2011) find out the existing picture of women
entrepreneurs in Manipur state-North east of India. Author analysed that the
condition is the same in fact poorer than other parts of the country. Women are
indulged in the handicraft, farming and artisan kind of business which is not of
very high turnover. Basically the major suffering is to maintain work-life
balance and their family burden of double shift. And due to lack of awareness
they couldn't get the benefits given by governments. The level of education is
the biggest hurdle and responsible for their miserable condition.

school for rural entrepreneurs in Romania. The author surveyed and derived
conclusions which was supposed to be myth for female entrepreneurs related
to motivation, quality, finance etc. 53% respondents answered that the chances
to open a successful business are average just 12% replied that chances are
high for the establishment to open a successful business. Confidence, courage,
optimism considered as the important qualities women needs to open business
followed by intelligence, resources, will and ambition. The main reason to
start a business were the need to earn more, the desire for fulfilment and will
to have a higher social and professional status. The major supports they need
to start a business are financial, material resources and social support by
family & society. Trade is the major area in which majority of women is
interested to do business followed by tourism.
15. **Dasgupta, (2004)** conducted a study of two industries of manufacturing and service to study the entrepreneurial motivation of 108 respondents. The study led to the identification of five core motivational factors by principle component method. The five core factors derived out of the analysis were entrepreneurial core, social core, economic core, work core and individual core. The measurement of strength of the factors done by using the Likert type five point rating scale. Entrepreneurial core proven as the strongest motivational factor. The motivation for accomplishments, creasing sense of self- confidence, the desire to bring change and innovation were some highly motivating factors. The social core and economic core parameter was found stronger in case of male as compared to female. And the zeal to acquire more & more wealth seems low among female section.

.7 Studies on Problems and Prospects of Women Entrepreneurs

Women face lots of problems in running their business. Numerous studies have been done all over the world to analyse the problems and the prospects related ith women entrepreneurs. Some such studies are quoted below.

1. **Aslam, Latif and Aslam, (2013)** studied the problems faced by women entrepreneurs and their impact on working efficiency of women in Pakistan. Study arrived at the conclusion that, women in Pakistan is in the most worst situation as compared to other countries of the world, in terms of status, mobility, literacy and decision making power etc. Majority of women are working in the unorganised sector and they don’t have any accountability in the society in respect of status and prestige. Government also hadn’t been awakening till date regarding this issue. Very marginal number of women is contributing their participation as entrepreneurs which need to be increased because in recent trend status of women is equivalent to the development of a nation.

2. **Chaturvedi, (2013)** examined the relationship between Glass Ceiling and female entrepreneurs in India. The Glass ceiling has both way effect on women entrepreneurs in India, they acted well as merit and demerit. Whereas
the roles and duties associated with Glass Ceiling in the traditional structure of the society is hampering their accessibility in the mainstream of the society. On the other hand, the capability of management they used to do in household chores and the ability to concentrate on more than one issue at a time is the utmost important quality to become a successful entrepreneur. The only thing to be focussed is to halt the social traumatic notion of society related to women. And the awareness and informatics program needs to be launched.

3. **Chaudhary, (2013)** stated the facts which create hindrance for women to be women entrepreneur. The lack of family support, financial accessibility, low status of women in society, low education, low risk bearing ability, work-life balance, restricted mobility, lack of awareness etc. are the major problems which needs to be overlooked. Although state had changed their approach from welfare-oriented to development-oriented in 70s, numerous schemes and program has been launched but still lack of implementation is a big leap to be overcome.

4. **Siddique, (2012)** explored the problems encountered by the women entrepreneurs. Gender inequality, low education and qualification, lack of training skills and awareness, lack of self-confidence and freedom etc. are the major problems restricting them from opting entrepreneurship as a profession.

5. **Nair, (2012)** elaborated the significance of SHGs to assist women as entrepreneurs. The major constraints faced by them are financial services, strong livelihood support system, lack of bargaining power, importance of self-reliance and sense of dignity etc. SHGs are working efficiently to overcome all these problems and to bring women in front as an entrepreneur who will ultimately improve the standard of living and empowerment of poor. And moving forth with the motive to strengthen their status and position in a society.

6. **Shanta, (2012)** studied the scenario of development of women entrepreneurs in India, characteristics, categories of existing women entrepreneurs in India
and simultaneously explored the reason behind starting business enterprise and the problems encountered by them. By studying extensively secondary data through various sources she finds that the basic key success behind entering into entrepreneurship are self-independency and flexibility, to maintain better balance between work and family and at last to make the optimum use of their qualification and education. And women do have the self-directed and highly motivated characteristics for being sustainable entrepreneurs. They themselves have their own vision to bring their products or services to the market. The categories of women entrepreneurs have been divided into three parts 1) Women in organized and unorganized sectors. 2) Women in Traditional and Modern Industries. 3) Women in Urban and Rural areas. The percentage of women work participation is very low in India. Considering USA, UK, Brazil and other countries it is only 31.6% whereas, the total number of women entrepreneurs in major states among the total number of unit registered is 32.82%. Even though we have many successful women entrepreneurs in our country marking a paradigm shift towards more and more women entrepreneurs in future.

7. **Choudhary and Rayalwar, (2011)** stated that rural India have a wide range of opportunities for women entrepreneurs. The social milieu of society is not letting them to explore and gain the confidence for their business potential. Government has launched various schemes and programs in this sector but proper implementation and awareness regarding this measure is of major concern.

8. **Raval and Shejal, (2011)** studied the problems and prospects related to the Indian women entrepreneurship. The education level of women is very low. And the marked role and duties of women’s image in our male dominant society is the gigantic lacunae against the barrier for women to come up as entrepreneurs. Various recent women developed tremendous change in entrepreneurial world, gave a new way for women to change their life. The inheriting capability of calculating risk and savings, management and working of psyche in multi-tasking way is the biggest merit of Indian women to sustain
as entrepreneurs. The only thing is the lack in awareness about financial accessibility, lack of training, mobility to market etc. so a lot of problems need to be taken care of for better upliftment of women as an entrepreneur in future.

9. Bhardwaj, Parashar, Pandey and Sahu, (2011) performed an empirical study to find out various motivating and de-motivating internal and external factors of women entrepreneurship. In which they identified self-determination, expectation for recognition, self-esteem and career goal are key drivers for taking up entrepreneurship by women. The major hurdle women to take up entrepreneurship as a career are financing and balancing life and the other hindering external factors include gender discrimination, accessibility to information, training opportunities, infrastructure etc. So internal factors are like risk aversion by women, lack of confidence, lack of vision of strategic leader etc. And the factors identified then were classified into three categories i.e. factors responsible for hindrance, reasons for start the business and reasons for success in women entrepreneurship. Then these factors with their sub-classification were rated on likert scale of 1 to 5, where 1 denotes least important and 5 denote most important. Then these facts have been further analyzed through Chi square test to check the difference between opinions collected from different sets of people. PSW 18 has been used for calculation purposes. The data has been collected from the female PGDM students and faculty members only. All the three forms of factors were analyzed from the viewpoints of marital status and occupation. Results show that on basis of marital status they find major differences of opinion significance level of 5. These are need for money and other factors on which these two sets of people have different opinion. However in hindrance reasons we could not find any significant difference. When it comes on success facts Marketing skills and Preservation also have significant difference. On basis of occupation differences are more because two sets have difference generation also. Students and faculty members have significant differences in various issues almost in every set of factors. Starting from hindrance fact they significantly differ on Raising Capital, Information and advice, Skills and expertise, Gender discriminations and others. In the second category of fact
i.e. reasons for starting business, factors for significant difference are passion, need for money, to become independent, self-satisfaction and others. In the category of success factors difference are on the issues like quality of product and service, uniqueness of design and services, management skills, marketing skills and preservation. According to them the major need is to change the mind sets of people and traditional attitude rather being only confined to the creation of opportunities. There must be some imperative design of program for training, learning and a kind of curriculum must be designed to reap the entrepreneurial skills since the childhood to bring attitudinal change in the society towards women entrepreneurship as a future career.

10. Field, Jayachandran and Pande, (2010) explored that traditional religious and caste institutions in India restrict women’s behaviour and influence their business activity. Author derived an estimate by doing field experiments of women who felicitated by the training experience and business literacy skills and arrived at the conclusion that this only benefits the small section of women. Apart from this the societal notion is playing vitally in this respect; the Muslim women are facing more restrictions than other groups of society. And in Hindu community the upper caste women are more confined than the lower caste women group. Basically financial constraints were the major reason for drawing women in entrepreneurship.

11. Apergis and Pekka, (2010) investigated the correlation between women entrepreneurial activity and the incentives provided for female participation in the labour market. The female entrepreneurial activity is closely related to this aspect. Because a woman has a lot of social and personal issues which cannot be ignored, they have families with serious maternal responsibilities, unaccountable household obligations. To that reasons, specific measures and incentivized program must be designed for their encouragement and motivation to take entrepreneurial activity.

12. Lall and Sahai, (2008) has done a comparative assessment of multi-dimensional issues and challenges faced by women entrepreneurs and family
business. The data have been collected by using stratified sampling & convenience sampling methods, from women entrepreneurs engaged in work in the urban area of Lucknow. The study is based on the psychographic variables like, degree of commitment, demographic variables, entrepreneurial challenges & future plan of expansion. Their study revealed that its evident that there is a continuous increase in a number of women pursuing their family business as their career but they are still facing the problem of acknowledgement and lack of appreciation from their peers and facing a challenge in overcoming the operational challenges in running a business.

13. Nandini, (2008) evaluated the health aspect associated with women empowerment. In today’s terminology, term ‘Empowerment’ always comes after the women. The issue of empowerment stands with the issue of women. The world is focusing on women developmental issue, to reduce the matters related with it like child mortality rate, improving maternal mortality rate. In this regard government of India also took equal participation and taken some steps to work on the behalf of women empowerment aspect. The year 2001 has been declared as Women’s Empowerment Year and also initiated the National Empowerment policy. However, the health related issues of women section is still going to take a long toll. The traditional conservative norms of India, underestimates the overall status of women including health issues as well. This needs to be emphasized more strongly because women constitute half of the nation.

3.8 Studies on Impact of Micro, Small & Medium Enterprises on Women to Enter into Business Ventures

Many studies reveal that women dominate in small and medium enterprises. As such firms require less capital, involves less risk so such firms attract more women to enter into business. Some related studies are as under:

1. Malyadri, (2014) stated that the women who are doing business in MSMEs are in very adverse conditions to earn livelihood for their families and to cope up the economic severity of their families. On the other hand, women’s contribution by entrepreneurship is accountable in the GDP of a country.
Therefore, the urgent need is to take up this issue of problems faced by women entrepreneurs who must be looked after by the state to improve their conditions at work, house and society.

2. **Singh and Raina, (2013)** explained the importance and relevance of MSMEs for women entrepreneurs. Author stated three categories of women entrepreneurs based on how their businesses got started, or what are their main reasons or motivations to open their own businesses i.e. “chance”, “forced” and created entrepreneurs. Chance entrepreneurs are those who start a business without any clear goals or plans. Their businesses probably evolved from hobbies to economic enterprises over time. Forced entrepreneurs are those who were compelled by circumstances (e.g., death of a spouse, the family facing financial difficulties) to start a business, their primary motivation, hence, tend to be financial. And Created entrepreneurs are those who are “located, motivated, encouraged and developed through, for instance, entrepreneurship development programs. Hence, MSMEs contribution is highly remarkable in the up-gradation of the women entrepreneurs in India because it needs low cost of capital and is highly labour intensive.

3. **Chadwick, (2013)** illustrated the enthusiasm of Guyanese women entrepreneurs committed to run micro and small enterprises and the strength and constraints they faced. The major constraints they faced are of financing and equal rights. Even though women significantly contributing to the economy, spending major ratio of their income to support family’s education and health, still a big deal of discrimination existing against the business women. Apart of all this, taking a start was very much a case of trial and error due to lack of experience and expertise. And acceptance by the society as a whole is still lacunae to be filled up.

4. **Danabakyam and Kurian, (2012)** conducted a survey in Chennai city to know the impact of Micro, Small and Medium enterprises and women entrepreneurship. MSME constitutes 90% of industries in most of economies because it needs low cost of capital and is more labour intensive. Therefore, it
is very important for the development of industrial sector. According to the researcher MSME gave a way to women to sustain as an entrepreneur. Whereas, the barriers are still the same and need lot of revision in this regard, but women are contributing a lot by participating through MSME. Most of the women opined that there educational training and experience were the major motivational aspect for their successful achievement in entrepreneurship.

5. **Mukherjee, (2010)** conducted a study in Mumbai for profiling the urban women micro entrepreneurs in India. Women entrepreneurs constitutes more than one third of all people involved in entrepreneurship. Micro business ventures which is the most vital part of informal economy playing a crucial role in dealing with the problem of unemployment and poverty. Over the last two decades women entrepreneurs in MSMEs sectors increased rapidly. Majority of women who involved in entrepreneurial activity are middle aged women between 25-35 years and educationally qualified, belongs to nuclear family. Driven by different motivational factors i.e. desire of self-independency, acumen to face challenges etc. Now, more and more women entering into entrepreneurship breaking the patriarchy customary notions of society.

6. **Tambunan, (2009)** performed a study on recent developments of women entrepreneurs in Asian developing countries. This study mainly focussed on women involved in small and medium enterprises based on review literature present in published sources and data analysis. It has been revealed in the study that in Asian countries around 95% of all business enterprises are based upon Small & Medium Enterprises (SMEs), gaining wide acceptance in all countries almost in all sectors on an average per country. The other side of the coin highlighted by the study that most of women entrepreneurs engaged in SMEs are forced to enter into business in lieu of making better family incomes. Their study also marked the fact that participation of women entrepreneurs in Asian countries is very low due to factors like, lack of education & information, Lack of capital or religious barriers etc.
9 Studies on the Importance of Women Entrepreneurs

Women are as important as men in every field. Women as a human resource account for nearly half of the population in most of the countries including India. So it is very necessary to utilize this resource of the nation to bring the nation on the growth path and several studies draws the same conclusion, few are mentioned under:

1. **Kumar, Mohan, Vijaya and Lokeshwari, (2013)** indicated importance of women entrepreneurs in modern world. Many women entrepreneurs in recent scenario proved that they can be the successful entrepreneurs and can equally compete with men falsifying the traditional notion, that entrepreneurship is only a men’s domain. And analysing the recent trend, it has been declared that Indian women has highest potential as compared to other countries of the world to sustain as entrepreneurs. Mainly their creativity, management aptitudes is proven as the most positive foundation for being successful and more productive entrepreneurs.

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3. **Perwej, (2012)** studied the women adoption in owned business and entrepreneurship in India. Indeed entrepreneurship makes addition into the economic growth and development of an economy. After globalisation, as the world market widened, contribution of women entrepreneurs in developing economy is remarkable. It paced the growth engine of an economy. Their contribution as the women entrepreneurs has increased the living standard of mass, their self-actualization and inherited capability of management and
strength resulted into more privileged space for growth and development ranging from individual to the society.

4. Terjesen and Elam (2012) stated in the concerned article that according to Global Entrepreneurship Monitor (GEM) women constitutes one third of the total number in new business ventures and one fourth in the established business. The growing digits of women entrepreneurs are definitely taking towards the global development. Now, it has been realized that after gender gaps existing variably for different countries but the participation in entrepreneurship is almost consistent year after year. The biggest gap in this sense exist in Islamic countries and some developed economies where women forced to withdrawn from main stream for the sake of family assistance, child responsibility and dominant mindsets.

3.10 Studies on Comparative Analysis of Women Entrepreneurs of Different Regions of the World

Comparison of women with women according to the different regions, sectors or industries in which they operate or the comparison of women with their opposite gender i.e., male makes it valuable to study various factors related with them. Some comparative studies related with women entrepreneurs are quoted below.

1. Mundra and Sharma, (2013) has done a comparative analysis of the status of women entrepreneurship in India and World. The study revealed that almost 30% of entrepreneurship has been occupied by women entrepreneurs. Mostly their participation is unaccountable due to the involvement in unorganized sector; moreover large number of women came through self-employment in the main stream. As far as the global scenario is concerned women still not considered as equivalent to male population. Women were facing a huge agitation at the acceptance level of society and entrepreneurship is still considered as the lace of male shoe. It is in a fitness of things to overlook the factors affecting women entrepreneurship and suggest policy issues and interventions required both at the society and governmental level.
2. Gawel, (2013) explored the issues related to female entrepreneurs in Poland and done analyses to examine the changes in the rate of female entrepreneurship. The dynamics of female entrepreneurship doesn't lead to any marked change during the period of analysis and depicting that the gender gaps is still existing and the difficulties associated with the women entrepreneurs remains on the same ground. During the analysis period of study between 1993-2010 it has been verified that the increase and decrease in the women entrepreneurship more or less depends on the economic growth of a country. The ratio of women constitutes half of men but during the economic downturn at first women entrepreneurs affected more rapidly than the male counterparts. Because during the positive economic growth rate women are able to balance their professional and family duties efficiently. And when economic growth move towards the booming stage of an economic situation becomes more opportunity driven. Apart from this the cultural and social factors associated with patriarchal notions of the society hindering women to coming in forefront to start business ventures. Which should be taken care of and supportive views must be given privilege for women entrepreneurs.

3. Cetindamara, Gupta, Karadeniz and Egrican, (2012) evaluated the impact of human, social and financial capital on female and male entrepreneurs in Turkey. According to this study human capital is the most essential asset for male and female both to become a successful entrepreneur and influences equally. Whereas, social support which basically constitutes family support works more beneficially in case of women entrepreneurs and most of the time work as the motivator to enter into business ventures. And the effect of financial factors remains the same for both, no gender differentiation matters in this case. And the findings suggest that education of women must be focussed and encouraged to increase the efficiency and outcome of the women entrepreneurs and will ultimately improve the skills and traits of entrepreneurship in them.

4. Bardasi, Sabarwal and Terrell, (2011) evaluated how do female entrepreneurs perform by evidences of three developing countries. In this
study comprehensive analysis has been done for assessing entrepreneurial performance by gender in three regions of the world i.e. Eastern Europe and Central Asia (ECA), Latin America (LA), and Sub-Saharan Africa (SSA) using comparable firm level data from formal enterprises. According to this study, it has been proved that often women face gender specific barriers as entrepreneurs and these barriers lead to gender gaps in firm performance. Whereas, it has also been contend that female entrepreneurs have different motivations and preferences than their male counterparts and it is these differences that drive observed gaps in entrepreneurial performance. In the developed countries where females sharing equal number of officials like men, there also females are facing the lower sigh in respect of self-esteem and position. Financing is always been the major constraints for women entrepreneurs even when they enjoy equal rights as men. In developed regions financing and credits facilities is same for women as well, but the collateral security is higher of women because of the bankers perception that women couldn’t able to do payment on time and this led to withdrawal of women entrepreneurs from taking loans and credits. But still have to go long way because the male-female ratio is still not satisfactory in respect of entrepreneurship.

5. Dodescu et al. (2011) performed an empirical, quantitative and qualitative research to analyse the women entrepreneurship in western Romania. According to this study, gender gap is still the big leap to be narrowed down. The main reason for the start-up of new business is still surrounded by the household’s responsibilities, problem of double shift and various other types of financial and operational difficulties. This paper vividly depict the women entrepreneurship as an engine to overcome the economic crisis and to reconnect to the regional development mechanism facilitated by the European Union’s regional policy.

6. Pestek, (2011) researched women entrepreneurial status in Bosnia and Herzegovina. This exploratory research provided an insight that it takes lump sum interest for starting own business venture instead of doing it in
cooperation with other women. Because finance is the most crucial obstacle in lieu of establishing own business venture for women. Study reveals that there is the difference in performance of women entrepreneurs of different age groups but, no difference among the rural and urban women.

7. **Pare, (2010)** established a comparative analysis of the situation of women entrepreneurs in immigrant-origin groups, focusing on both the presence of women in entrepreneurial positions and the differential impact associated with membership in an immigrant-origin group. The author analysed the data from the perspective of sex and immigrant origin and concluded that the status of women is still underrepresentation in the mainstream. Despite of evolution of new economy which is knowledge and technology-based economy, women who are participating in increasing the grade as an entrepreneur are from minority group.

8. **Otoo et al. (2010)** analysed women entrepreneurship in West Africa by studying the cowpea street food sector in Niger and Ghana. This study highlights the fact associated with street vending of cowpea, which captured the higher ratio in the market. Major transactions have been taking place through this business. But this constitutes the informal sector which is not included in the summation of the GDP of country. And the study revealed that mainly this street vending business run by the women entrepreneurs is for earning money for the survival of their family. In this way women are contributing a lot as an entrepreneurs but their participation in informal sector is bringing them to negligent arena.

9. **Okafor and Mordi, (2010)** studied the effect of environmental factors on women entrepreneurial characteristics in Lagos State, Nigeria. The study focussed on those environmental factors that affect women entrepreneurship development and how these factors do enhances the development of women entrepreneurs and what are the relationship between these factors and the challenges face by women entrepreneurs. The author find out that various environmental factors like financing, management, culture, education etc
effect women entrepreneurs in several ways. Per say majority of women who entered into business were married or overtaking their family business established by their parents. And all these factors are directly proportional to the environmental factors which faced by the women entrepreneurs as a challenge.

10. Damwad, (2007) performed a study to describe the experiences, initiatives & challenges faced by the female entrepreneurs of five Nordic countries like Finland, Denmark, Iceland, Norway & Sweden. This study broadly defines few obstacles, various programs and schemes developed by Nordic countries and compared an activity of early stage male and female entrepreneurs among Nordic countries as compared to USA. The obstacles highlighted in the study broadly were financing, lack of knowledge and skills in management of business, market activities, work-life balance between family and work. The study concluded that Nordic countries need a concrete policy framework for developing plans and policies for promoting women entrepreneurship.

3.11 Studies Showing Government's Initiative for Women Entrepreneurs

Government is taking various initiatives to promote women in the business world in almost all the countries. Various researchers have studied the government role in women entrepreneurship development. The similar studies reviewed are as under:

1. Mukherjee, (2013) examined the role of government and NGOs in promoting entrepreneurship in Maharashtra. The study analysed women entrepreneurs in micro enterprise sector. Educational qualification helped them to manage and overcome the stress while starting a business. This leads to the overall personality development of women population and giving space in the mainstream. The NGO's initiatives provide the opportunity for better education and employment.

2. Pruett, (2012) surveyed participants in the entrepreneurship education workshop. And arrived at the conclusion and these programs provide the platform to encourage women to move forth as an entrepreneur by giving
exposure of role models and sharing experiences and discussing role and importance of family support.

3. **Adom and William, (2012)** evaluated the motives of informal entrepreneurs in Kofridua, Ghana. Contemporarily, entrepreneurship literature gained recognition and captured attention of various researchers and witnessed, most of the entrepreneurs operate in the informal economy and not all these informal entrepreneurs are engaged in business venture due to economic necessity but because of lack of choice. Instead, it has been asserted that most of the entrepreneurs switching off from the formal economy to the informal economy by their own choice. According to this study, especially women are in majority who are engaged in informal economy due to necessity driven, its men who are joining informal sector by their choice, because they enjoy independency, flexibility and the potential for making more money. The study revealed that most of all entrepreneurs join informal sector due to survival strategy, because they find it more opportunity driven. So, this study has opened space for the public policy maker to change their focus in this direction.

4. **Chowdhury and Amin, (2011)** investigated the effects of human, social, and financial capital on the woman entrepreneurship venturing in Bangladesh. The prevailing social norms are the biggest barrier which hinders female participation as an entrepreneur. The author arguments in this study are the human, social and financial capital dimensions which are correlated in evolving the picture of women entrepreneurs. The societal dominant notions are restricting women’s mobility and accessibility towards financial capital which restrain their venturing participation.

5. **Bauer, (2011)** evaluated the two entrepreneurship training programs operating in the state of Vermont, USA. The interviewee responded positively in favour of entrepreneurship training programs. Because this gives them a space to minimize the obstacles they are facing to sustain as an entrepreneur. Apart
from this, these programs facilitate them with the different entrepreneurial
skills and traits which are needed to become successful entrepreneurs.

6. Thebaud, (2011) stated that social policies by the institutional foundations
reduce the obstacles and hindrances faced by the women. By providing
various kinds of social policies, government tried to decrease the gender gaps
prevailing in the society. Specifically this helped to maintain the family work
life balance which is the biggest hurdle, faced by women.

program and development of rural women entrepreneurs in Bangladesh. No
doubt this spurs the growth and development of an economy at a remarkable
pace. Microcredit program affect is positive on the rural female borrowers.
Evidently the initiation of microcredit programs led to the enhancement in the
number of women entrepreneurs, giving them financial upliftment. But this is
only pacing them not to develop entrepreneurial skill other than survival.

The services provided in lieu of providing assistance to women generally
focuses on push factors. These kinds of provision just help them to find
avenues for their survival. Author predicted by his study that the gain from
these efforts was just confined to the self-employment approach and letting
them to work in unorganized sector. And the focus must be shifted to enhance
the pull factors to derive women in main stream. Some special training
programs are needed to increase their business skills efficiency.

3.12 Studies on Effect of Women Entrepreneurship on Employment Rate

An entrepreneur is said to be the inventor of jobs. Every entrepreneur whether
male or female, creates job for the population of the country. Women entrepreneurs
also play an important role in providing employment in the country. Below are some
studies who have analysed the effect on employment rate due to women
entrepreneurs.
1. Ganeshan, (2003) described the status of women entrepreneurs in India. According to his study majority of respondents about 66.9%, started their business with an initial investment of below Rs. 25000. And the respondents who had investments between Rs. 25,001- Rs. 50,000 were only 12.9%. And 30.6% of them were totally depends on borrowed funds, 46% of them had an investment lower than Rs. 25,000 for their own financial sources. And basically, women were forced to go with small funding with respect to start their business because of the existing underestimated societal norms attached with them and due to the reluctant behaviours of bankers for providing loans because of lack of security and psyche about women that they won't be able to repay the loans on time.

2. Rao, (2002) evaluated that status of women in the total employment of a country. He analysed the national sample survey. And revealed that women constitute only 14.1% of the total employment and only 5.6% of them were involved in government jobs. In rural areas the labour force consist of 56% of male and 33% of female labour force, leading to 66% of female idle or unutilized resource. There are innumerable reason responsible for these unsatisfactory numbers, major reasons are the societal backlash custom associated with women populace, and the lack of education and awareness about the existing governmental employment schemes, due to which they are not able to exercise the benefit of these programs. And one important point is that the unmarried girls were not allowed to move and work independently.

3. Chandra, (2001) finds out that in 1972-81 and 1981-91, the growth rate of female employment rate in urban areas was better than in rural areas. Considering male participation as compared to female participation rates, were four times not only at national level but at sub national level as well. Moreover, female participation had increased in almost all states except Himachal Pradesh and Kerala, although this number was not so appreciable. This margin of participation rate between male and female cited the labour division of society and witnessed gender bias notions prevailing in a society. At regional level, the proportion of female worker was little bit satisfactorily
and had shown the mark of further improvement in the coming decades and increasing number of engagements.

4. **Rani, (1996)** analysed 100 enterprises owned by women, with more than Rs. 50,000 investments with minimum two employees. And arrived at a conclusion that 10% of the women entrepreneurs were unmarried, 80% of them were married women, 3% were separated and 7% were widows. The study highlighted the fact majority of women who belongs to unmarried group prefer to join trading and service sectors. And most of the women entrepreneurs were of the age group of 30 to 39 years, which was also a peak time in the marital life of women being mother and wife, leading to the burden of double shift.
CHAPTER-4

Methodology & Framework
4.1 NEED OF THE STUDY

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.

This study will highlight that section of women who are working, the women who choose to earn for their family and for themselves, the women who are not confined in the four walls of the house. Now women are using their knowledge and skills and have started taking business initiative as a career. According to the survey done by IIT Delhi in 2001, out of the total population of women which is near to half of the population of the country, only 10% of women are entrepreneurs. So, a large portion of human resource in form of women is in the form of unutilized resources of the country.

This study will be an important contribution to the database related with women entrepreneurs and will help government to form better policies for women entrepreneurs, to promote them and to solve their problems.

Women entrepreneurship has been making a significant impact on the economy in India and in other parts of the world. Better risk taking abilities and social and cultural development are encouraging more and more women to become entrepreneurs. But women face many problems and challenges when they decide to become entrepreneur. There are many social and financial constraints which make their work difficult.

So there are many questions which need to be answered to have better women entrepreneurs which may create more employment opportunities in the country.

1. How successful are the women entrepreneurs in India?
2. What is their role in creating employment in the Delhi State?
3. What are the problems faced by them related with finance, crime and government agencies in running their business?
4. How can they overcome these problems?

So this research is proposed to be conducted to answer the above questions.
OBJECTIVES OF THE STUDY

To examine the progress of Women Entrepreneurship in India.
To study the performance of women entrepreneurs in Delhi State.
To study the major type of businesses owned by women entrepreneurs in Delhi State.
To evaluate the role of women entrepreneurs in the creation of employment in Delhi State.
To examine the problems and challenges faced by Women Entrepreneurs in Delhi State.
To suggest measures to overcome the problems and challenges faced by Women Entrepreneurs of Delhi State.

BACKGROUND

The study is undertaken to evaluate how successful are the women entrepreneurs creating employment in India and with special reference to the Delhi State, their present situation, attitude of their family and society towards them and the problems faced by them related with finance, crime, corruption, government agencies etc. in running their business and how can they overcome these problems?

What role women entrepreneurs play in creation of employment? What are the obstacles to the growth of women entrepreneurs? Literature reviewed points to a number of factors like turnover of the firm, number of employees working in the firm, legal status of the firm, percentage of sales export by the firm etc. which shows the present condition of women entrepreneurs of the country. And the factors related to business environment (internal and external) such as taxation system of the country, legal system of the country, level of corruption, incidence of crime, condition of finance in the country which acts as an obstacle in the growth of women entrepreneurs.

In this study, the present situation of women entrepreneurs and the obstacles to their growth has been analyzed through a comparative analysis i.e. by comparing the present situation and obstacles to growth of both male and female entrepreneurs. The
present situation of the firms is studied by analyzing the size of the firm through sales operated by male and women entrepreneurs, the number of employees working in the firm operated by male and women entrepreneurs, the type of business in which they are involved i.e. different sectors and industries in which male and female entrepreneurs operates, the investment done by male and female entrepreneurs in enhancing production activity and Research & Development, the firms of male and female entrepreneurs operating at optimum level which is studied by their optimal employment level, by studying their behavior towards production technology and information technology, the percentage share of total productivity that is sold domestically and the percentage that is exported.

The factors effecting the growth of women entrepreneurs has also been studied by doing a comparative analysis of the perception of business environment constraints for male and female entrepreneurs i.e. challenges in availing the credit and finance by male and female entrepreneurs, by a comparative analysis of the perception of male and female entrepreneurs regarding taxes and judicial system of the country, corruption as an obstacle to growth of the firm operated by male and female entrepreneurs and the effect of crime like theft and robbery on the growth of the firms operated by male and female entrepreneurs, the perception regarding the facilities provided by the government like transport, telecommunication, electricity etc.

4.4 DATA COLLECTION

The data has been collected from the enterprise survey that has been done by the World Bank in the year 2006. The raw data in the primary form was made available by the World Bank on their website i.e. www.enterprisesurveys.org on prior request. They have used standard survey instruments (well-designed questionnaire) to collect firm level data on the business environment from the business owners and top managers.

The data has been assessed by registering with Enterprise Analysis Unit by completing the Enterprise Survey Data Access Protocol. The data collected was in stata format and has been converted to SPSS format for the analysis.
It is mentioned on the website that the stratified random sampling has been used for collecting the data. In this sampling technique all population units are grouped within homogeneous groups and simple random samples are selected from each group. The strata formed by them for enterprise surveys were firm size, business sector and geographical region of the country. Economy’s private sector has been surveyed under enterprise survey at firm level.

World Bank had hired private contractors to collect the data, to ensure better participation from the respondents as the questionnaire contains some sensitive questions related with business-government relations, bribery etc. they have interviewed businesses in the cities/regions of major economic activity. 90 percent questions in the questionnaire owns characteristics of the country’s business environment and the remaining questions owns the opinion of the respondents related to obstacles to firm’s growth and performance. Mode of data collection used by them is face-to-face interviews. Data from enterprise surveys serves as primary data and different analysis has been done in this study by analyzing this data to understand the business environment and firm’s performances in the country and with special reference to Delhi state.

The World Bank’s Enterprise Analysis Unit is a team of economists and firm-survey experts. Firm performance and job creation, legal gender parity for entrepreneurs and expert performance are their key research topics.

5 PROFILE OF ENTERPRISES

The total number of respondents from India in the form of enterprise in the data taken for study is four thousand two hundred and seventeen and for Delhi is two hundred and two. For the comparative analysis between male owned enterprise and female owned enterprise, the data contains three thousand eight hundred and thirty three male owned enterprises in number of India which is ninety percent of the total respondents or enterprises and three hundred and eighty four female owned enterprises which is about a percent of the total respondents or enterprises. Respondents from Delhi are two hundred and two and among them one hundred and ninety five are males and seven are males.
Table 4.1: Ownership Percentage Male vs. Female of India

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>3833</td>
<td>90.9</td>
</tr>
<tr>
<td>FEMALE</td>
<td>384</td>
<td>9.10</td>
</tr>
<tr>
<td>Total</td>
<td>4217</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.2: Ownership Percentage Male vs. Female of Delhi

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>195</td>
<td>96.5</td>
</tr>
<tr>
<td>FEMALE</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>Total</td>
<td>202</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Age of the enterprises taken for study has also been calculated gender-wise from the year of their establishment. Mean of the age of the firms owned by male and female entrepreneurs has been computed separately. Mean age of male owned firms comes out to be 15.72 years and mean age of female owned firms is 16.62 years.

Table 4.3: Age of the firms owned by male and female in India

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Average age of the firm (in year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>3810</td>
<td>15.72</td>
</tr>
<tr>
<td>Female</td>
<td>382</td>
<td>16.62</td>
</tr>
<tr>
<td>Total</td>
<td>4192</td>
<td>15.80</td>
</tr>
</tbody>
</table>
4.6 NULL HYPOTHESIS

To do the above mentioned analysis different null hypothesis has been formed. Each hypothesis has been tested for a comparative analysis of different variables regarding male and female entrepreneurs.

Figure 4.1: FACTORS USED FOR TESTING THE HYPOTHESES

The different hypotheses formed for the study are as follows:

1. Hypothesis-1: There is no significant difference in size of firms across male owned firms and female owned firms.
2. Hypothesis-2: There is no significant difference in type of business operated by male and female entrepreneurs.
3. **Hypothesis-3**: Male owned firms and female owned firms perform similarly on various performance indicators—innovation, investment, technology adoption, level of operations, profits, domestic sales and export.

4. **Hypothesis-4**: There is no significant difference across male owned firms and female owned firms in generating employment.

5. **Hypothesis-5**: Male owned firms and female owned firms face similar business constraints in the operation and growth of their business.

4.7 VARIABLES USED IN HYPOTHESIS TESTING

The different variables used from the data to test various hypotheses are explained below.

- **Hypothesis-1**: There is no significant difference in size of firms across male owned firms and female owned firms.

  Researches that has been done till now shows that the female owned businesses are smaller as compared to male owned businesses. But most of the studies done to compare firm size are from developed countries. Many of the researches have studied sales or turnover to compare the size of the firm. So we have taken sales as a variable to study and compare the size of the firm between male owned firms and female owned enterprises. There are various reasons to study the relationship between gender and firm size and among them profitability is of much importance. Profit and size of the firm are directly related. The larger the firm the bigger is the profit. Difference in size of the firm owned by male and female enterprises can be due to various reasons such as access to finance, corruption, crime, availability of inputs, limited access to market etc. Chi-square test has been applied to test the hypothesis. This study may help to frame the policies for the gender equality i.e. the policies that are mainly related to the small firms, which in turn will enhance their growth and will minimize the gap between the size of male owned firms and female owned firms.

- **H2**: There is no significant difference in type of business operated by male and female entrepreneurs.
There is notable difference among the type of firm operated by male and female entrepreneurs as it can be seen by the researches done. Female entrepreneurs opt to start those businesses which require few working hours in order to have work-home balance. Studies shows that women do not aim for big income so they are conservative in investment style and also women entrepreneurs do not go for technologically intensive business which involves more risk as availability of credit is a more difficult task for them. Researchers found that women expand their business by personal network. It is also evident from the previous researches that female entrepreneurs run small businesses. So in this study, to find the difference or similarities between the type of business operated by male and female entrepreneurs, we have analyzed the difference in number of firms operated by male and female entrepreneurs in different sectors of the country and also in different industries. Chi-square test has been used to test the hypothesis.

- **H3**: Male owned firms and female owned firms perform similarly on various performance indicators — innovation, investment, technology adoption, level of operations, profits, domestic sales and export.

Some studies go in favor of women and some in favor of men regarding performance of the firms owned by them. Very less comparative studies has been done in Indian context with regard to enterprise performance difference among male owned enterprises and female owned enterprises, but some studies reveal that women start businesses which require less investment and choose more traditional products as compared to men and also it is reviewed that women has less number of export oriented units as compared to men. Some studies conclude that lesser percentage of women entrepreneurs own multiple businesses and are less eager to plan expansion, the value of assets that female entrepreneurs hold in their business is significantly less than that of male entrepreneurs (Prof. Dr. Kai-Ing Voigt, 2008). Risk aversion in case of women entrepreneurs is more as compared to male entrepreneurs. A greater percentage of investment in innovation produces intangible assets so smaller firms are not engaged in Research and Development process due to liquidity constraints (Siddharth Sharma, 2007). So in this study we have taken various performance indicators which include innovation, investment, technology adoption, level of operations, domestic sales and
export to analyze the performance of male and female owned firms on various performance indicators. To test innovativeness development and up-gradation of new product line has been taken as a variable. For investment, profit re-invested expenditure on R&D, expenditure on new machines and equipment has been used as a variable. Use of new technology, e-mail and website is used to test technology adoption. Percentage of working employees which represents optimum number is used as a variable to check level of operations. Variables showing percentage of domestic sales, percentage of sales exported directly and indirectly is used to analyze domestic sales and export. Chi-square test and analysis of the variance (ANOVA) technique has been used to test the hypothesis.

- H4: There is no significant difference across male owned firms and female owned firms in generating employment.

Although women entrepreneurs differ greatly with male entrepreneurs across different sectors and industries in which they operate or the type of firm which they run and these differences had evolved with the process of economic development. And women all over the world are engaged in the low productivity firms. According to world development report, women entrepreneurs have low productivity than male entrepreneurs and the value added per worker by female entrepreneur is less than the value added per worker by male entrepreneurs in developing countries. It is also analyzed that female owned firms are less profitable and have lower sales as compared to male entrepreneurs (Sabarwal and Terell, 2008). According to literature reviewed firms owned by female entrepreneurs are smaller as compared to male owned firms, so the number of workers working in a female owned enterprise may be lower than male owned firms. But smaller firms are more labour intensive so we can also get a reversed picture of the above mentioned statement. So in order to analyze the role of women entrepreneurs in generation of employment in the country and with special reference to Delhi state, we have taken into account the number of permanent employees and the number of temporary employees working in the firms owned by male and female entrepreneurs. Chi-square test has been applied to test the hypothesis.
• **H5**: Male owned firms and female owned firms face similar business constraints in the operation and growth of their business.

There are various challenges that the entrepreneurs have to face while running their businesses. Several studies have been conducted to compare various aspects of the challenges which small and large firms face, as Amin in 2009 analyzed that larger firms are bigger victims of crime but loss in terms of sales is more for smaller firms. Crime is encouraged when a significant percentage of population is poor and unemployed which is a common case with developing countries. Entrepreneurs often prefer informal credit instead of formal credit to avoid the regulatory scrutiny of formal financial sector (Safavian et al., 2007). Bribery and taxes are also the major challenges which the entrepreneurs face. Bribery and taxation are negatively related with firm’s growth and bribery is more detrimental due to its uncertainty (Fisman et al., 2005). For older and larger firms finance is not a big obstacle as compared to small and medium firms. Ownership is also an obstacle in accessing the finance (Beck et al., 2006). Growth of the firms is hindered by finance, as the external finance in the form of bank loan leads to greater investment in the firms. So to study the difference or similarities between male and female entrepreneurs, their perception regarding business challenges is of great concern. To study the perception of male and female entrepreneurs regarding growth constraints, variables related to business environment constraints has been used in the study. Different variables in the form of business environment constraints taken for the study are economics & regulatory policy uncertainty, macroeconomic instability, legal system/conflict resolution, anti-competitive/informal practices, licensing and operating permits, crime, theft, disorder, regulations, skills of available workers, corruption, tax administration, tax regulation, customs and trade regulations, access to finance, cost of finance, access to land, transport, communication and electricity. Factor analysis technique is used to reduce the variables and analysis of the variance (ANOVA) technique has been used to test the hypothesis.
4.8 DATA ANALYSIS TECHNIQUES

To analyze the data different statistical tools were used. Descriptive statistics, Chi-square test, analysis of Variance, Factor analysis technique were applied for testing different hypothesis. A description of different statistical tools used is as under:

- Measure of Central Tendency (Mean)

This statistical tool has been used in the analysis of the data for this study to condense the whole data for a variable into a single value and to get the bird’s-eye view of the entire data. The formula for calculating mean is as under:

\[
\text{sample mean } \bar{x} = \frac{\sum x}{n}
\]

\[\sum x = \text{Sum of all the values of the variable.}\]
\[n = \text{Number of respondents.}\]

As the work is a comparative study, comparison is done for male and female entrepreneurs on different variables by a single computed value for each variable.

- Standard Deviation

This statistical tool is used in this study to judge the representativeness of the mean. The formula for calculating Standard Deviation is as under:

\[
\text{Standard deviation} = \sqrt{\frac{(X - \bar{x})^2}{N}}
\]

\[X = \text{Value of the variable}\]
\[\bar{x} = \text{Mean of the variable}\]
\[N = \text{Total number of respondents}\]

As in the study, the data for male and female entrepreneurs has been compared through the statistical tool mean, so standard deviation has been applied to check the
distribution of the values of variable whose mean is calculated. As lower the value of standard deviation the more representable is the mean value of the variable.

- Chi-Square Test ($\chi^2$)

In the study, to find the magnitude of discrepancy between the hypotheses formed and the actual data in comparing male and female entrepreneurs for different variables Chi-square test has been applied. And whether or not there is significant difference between the values of different variables for male and female entrepreneurs has been analyzed at 1%, 5% or 10% significance level. The formula used is as follows:

$$\chi^2 = \frac{(\text{observed frequencies} - \text{expected frequencies})^2}{\text{expected frequencies}}$$

- Analysis of Variance (ANOVA)

To test whether the means of values of different variables for male and female entrepreneurs differ significantly or not Analysis of Variance has been used and null hypothesis is accepted or rejected in the study based on the calculated ‘F’ value.

- Factor Analysis Technique

This statistical tool, which is data reduction tool, is used in the study to group observed correlated variables into lower number of unobserved variables which are called factors. From eighteen different business environment constraint variables, co-related variables have been grouped by using this technique and four independent factors has been formed in the study for the analysis of Hypothesis-5.

4.9 LIMITATIONS OF THE STUDY

- As the study is based on secondary data so it has limitations which the studies based on secondary data may have. Data may be biased or may have arithmetical errors but the researcher has relied on the data due to the authenticity of the source from which the data has been collected i.e. World Bank.
Case studies suggest what may be the causes in similar organizations or with similar sect of people but there may be some alternative inferences other than explained by the researcher.

As the study is a comparative one, it may be uncertain to some extent that the comparison made with-in the undertaken sample will generalize to other male and female entrepreneurs.

The data source i.e. World Bank mentions that stratified random sampling has been used in collecting the data, so the sample of respondents selected may have the effect of bias.

On the basis of the variables present in the data the analysis is done and the results are interpreted so the unmeasured variables has limited the interpretation

Time has also been a limitation in the study.
CHAPTER-5

Analysis of Difference in Entrepreneurship by Gender
5.1 Analysis of Hypothesis: 1

**Difference in size of firms**

**H1:** There is no significant difference in size of firms across male owned firms and female owned firms.

To test the Hypothesis-1 sales turnover of the enterprises owned by male and female entrepreneurs has been taken as a variable. Sales are directly related with the firm size. The results of the analysis done to test Hypothesis-1 are as under:

**Table 5.1:** Difference in Male and Female Owned Enterprises by Sales Turnover in India

<table>
<thead>
<tr>
<th>Sales (Rs. In lakhs)</th>
<th>Number/Percent</th>
<th>Gender</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>0 - 10</td>
<td>N</td>
<td>260</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>7.1</td>
<td>10.4</td>
</tr>
<tr>
<td>10 - 100</td>
<td>N</td>
<td>849</td>
<td>112</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>23.3</td>
<td>31.4</td>
</tr>
<tr>
<td>100 - 1000</td>
<td>N</td>
<td>736</td>
<td>89</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>20.2</td>
<td>24.9</td>
</tr>
<tr>
<td>1000 - 10,000</td>
<td>N</td>
<td>1139</td>
<td>68</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>31.2</td>
<td>19.0</td>
</tr>
<tr>
<td>10,000 - 1,00,000</td>
<td>N</td>
<td>599</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>16.4</td>
<td>11.5</td>
</tr>
<tr>
<td>1,00,000 - 50,00,000</td>
<td>N</td>
<td>67</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>1.8</td>
<td>2.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>N</strong></td>
<td>3650</td>
<td>357</td>
</tr>
<tr>
<td></td>
<td><strong>%</strong></td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 39.595, \text{df} = 5, P = .000 \]
Figure - 5.1

Percentage difference in male and female owned enterprises by sales turnover in India

Table 5.2: Difference in Male and Female Owned Enterprises by Sales Turnover in Delhi

<table>
<thead>
<tr>
<th>Sales (in Lakhs)</th>
<th>Number/Percent</th>
<th>Gender</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td></td>
</tr>
<tr>
<td>0 - 100</td>
<td>N 50</td>
<td>1</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>% 26.8</td>
<td>14.3</td>
<td>26.4</td>
</tr>
<tr>
<td>100 - 1000</td>
<td>N 43</td>
<td>3</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>% 22.2</td>
<td>42.9</td>
<td>22.9</td>
</tr>
<tr>
<td>1000 - 1,00,000</td>
<td>N 99</td>
<td>2</td>
<td>101</td>
</tr>
<tr>
<td></td>
<td>% 51.0</td>
<td>28.6</td>
<td>50.2</td>
</tr>
<tr>
<td>1,00,000 - 50,00,000</td>
<td>N 2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>% 1.0</td>
<td>14.3</td>
<td>1.5</td>
</tr>
<tr>
<td>Total</td>
<td>N 194</td>
<td>7</td>
<td>201</td>
</tr>
<tr>
<td></td>
<td>% 100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

$\chi^2 = 10.247, df = 3, P = .017$
Chi-square statistics shows significant difference in size of the firm across gender category for India ($\chi^2= 39.595$, $p<0.01$), which implies that female owned enterprises are smaller in size as compared to male owned enterprises. Therefore, hypothesis 1 which assumes that there is no significant difference in size of firms across male owned firm and female owned firms has been rejected for India at 1% significance level.

Also there is significant difference in size of the firms across gender category for Delhi as shown by Chi-square statistics ($\chi^2= 10.247$, $p<0.05$), which again shows the majority of male entrepreneurs either own small size firms or large size firms and majority of female entrepreneurs owns medium sized firms. Therefore, hypothesis which assumes that there is no significant difference in size of firms across male owned firms and female owned firms has been rejected for Delhi at 5% significance level.

The size of the firm is directly related with the sales volume. In the table above sales has been divided into six groups in increasing order for India. At lower volume of sales percentage of women entrepreneurs are more than that of male entrepreneurs but at higher volume of sales of the firms, percentage of male entrepreneurs are more than that.
of female entrepreneurs in India. Figure - 5.2 shows that in Delhi majority of male entrepreneurs either own small size firms or large size firms and majority of female entrepreneurs owns medium sized firms as judged according to difference in sales.

Difference in size of the firms between male and female entrepreneurs can be due to the difference in efficiency in production process. Male entrepreneurs may be more efficient so they might be earning more profit as compared to female entrepreneurs. A more efficient firm incurs less cost in producing a commodity or in providing a service so the margin of profit increases for a firm which is competitively more efficient. A firm earning more profit can expand at a faster rate as with higher level of income the firm can reinvest greater percentage of profit for business or firm extension. A firm who shows high profit in balance sheet and a clear past record in terms of repayment of loan can also have access to finance easily. High profit ensures that a firm can clear his debts easily. So finance can also be the reason for the difference in firm size owned by male and female entrepreneurs.

Taxes that are collected from the entrepreneurs in the form of excise duties, sales tax etc. is regressive in nature, and so smaller firms have more burdens of such taxes as compared to large firms. As in regressive tax structure tax rate decreases as the amount subjected to taxation increases. Risk taking ability also differs in male and female entrepreneurs and which can also be the reason for difference in firm size owned by male and female entrepreneurs. Women have to make a balance between their work and family life and so they are not able to devote additional working hours to their business. Due to the difficulties for women entrepreneurs in availability of credit or capital makes them to avoid high risk in business.

Previous studies done shows that in many developing countries women entrepreneurs are bigger victim of crime, as Amin in 2009 analyzed that smaller firm’s loss due to crime in terms of percentage sales is greater than the loss of large firms as sales percent. From the data analysis it is judged that majority of women owns either small or medium sized firms in Delhi and India this can also be the reason for the difference in firm size between male and female entrepreneurs.
Another reason for the difference in firm size may be that the beneficiaries of policies and initiatives that are taken by the government are mainly male entrepreneurs. Female entrepreneurs are not able to get benefitted much from the policies that are formed by Indian government to promote entrepreneurship in India. Various support mechanism that has been designed by the government like SIDBI and IDBI may not able to support and encourage women entrepreneurs as much as male entrepreneurs.

Market linkage can also be responsible for women entrepreneurs to have mainly small and medium sized firms. Women are not as mobile as men; men can travel day and night, to different states or countries more easily as compared to women. So male entrepreneurs can extend the market of their product or service much easily and can have better market linkages as compared to female entrepreneurs.

Difference in size of the firms between male and female entrepreneur can also be due to the difference in age of the firms. Women operated firms can be the newly established firms as before two or three decades women in India were not so prominent in the world of production and trade, were not able to get equal rights in the society, were more illiterate and suppressed as compared to men. But now the women of India have equal status with men and participate in production and trade in impressive numbers. So this can be the reason for female owned firms to be smaller than that of owned by males.

5.2 Analysis of Hypothesis: 2

Difference in type of business operated

H2: There is no significant difference in type of business operated by male and female entrepreneurs.

To test the Hypothesis-2 firms owned by male entrepreneurs and female entrepreneurs in various sectors and industries has been taken as a variable. Different sectors and industries shows different type of businesses. The results of analysis done to test Hypothesis-2 are as under:
Table 5.3: Difference in Male and Female Owned Enterprises in Various Sectors in India

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Number/Percent</th>
<th>Gender</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>N</td>
<td>1943</td>
<td>264</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>50.7</td>
<td>68.8</td>
</tr>
<tr>
<td>Services</td>
<td>N</td>
<td>1831</td>
<td>112</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>47.8</td>
<td>29.2</td>
</tr>
<tr>
<td>Agroindustry</td>
<td>N</td>
<td>26</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>0.7</td>
<td>1.0</td>
</tr>
<tr>
<td>Construction</td>
<td>N</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Other</td>
<td>N</td>
<td>32</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>0.8</td>
<td>1.0</td>
</tr>
<tr>
<td>Total</td>
<td>N</td>
<td>3833</td>
<td>384</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 48.887, \, df = 4, \, P = 0.000 \]

Figure - 5.3

Percentage difference in male and female owned enterprises in various sectors in India
Table 5.4: Difference in Male and Female Owned Enterprises in Various Sectors in Delhi

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Number/percent</th>
<th>Gender</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>N</td>
<td>90</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>46.2</td>
<td>28.6</td>
</tr>
<tr>
<td>Services</td>
<td>N</td>
<td>105</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>53.8</td>
<td>71.4</td>
</tr>
<tr>
<td>Total</td>
<td>N</td>
<td>195</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

$\chi^2 = .842, \ df = 1, \ P = .359$

Figure - 5.4

Percentage Difference in male and female owned enterprises in various sectors in Delhi

[Diagram showing percentage difference between male and female owned enterprises in manufacturing and services sectors in Delhi]
Chi-square statistics shows significant difference in male and female owned enterprises in various sectors in India ($\chi^2 = 48.887$, $p<0.01$), which implies that male owned firms and female owned firms differ significantly in various sectors in India. Therefore, hypothesis-2 which assumes that there is no significant difference in type of business operated by male and female entrepreneurs has been rejected for India at 1% significance level.

But there is no significant difference in male owned firms and female owned firms in various sectors in Delhi ($\chi^2 = .842$, $p=.359$), which implies that the percentage of male entrepreneurs and female entrepreneurs in various sectors in Delhi does not differ to a greater extent. Therefore, hypothesis-2 which assumes that there is no significant difference in type of business operated by male and female entrepreneurs has been accepted for Delhi.

Male and female entrepreneurs operate in different sectors of the economy. In the above table some of the sectors of the economy have been analyzed and it can be seen from the above table that the percentage of female entrepreneurs is more in manufacturing sector and agroindustry than male entrepreneurs while the percentage of female entrepreneurs is less than that of male entrepreneurs in service sector and construction sector in India. Figure – 5.4 shows that the percentage of male and female entrepreneurs in different sectors also differs in Delhi. Figure – 5.4 shows percentage of male entrepreneurs is more in manufacturing sector as compared to female entrepreneurs while female entrepreneurs are more in service sector as compared to male entrepreneurs in Delhi. But this difference in male and female entrepreneurs in Delhi is not significant.
<table>
<thead>
<tr>
<th>Industries</th>
<th>Number/Percent</th>
<th>Gender</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Textiles</td>
<td>N 190</td>
<td></td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>% 5.0</td>
<td></td>
<td>8.6</td>
</tr>
<tr>
<td>Leather</td>
<td>N 67</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>% 1.7</td>
<td></td>
<td>1.8</td>
</tr>
<tr>
<td>Garments</td>
<td>N 235</td>
<td></td>
<td>38</td>
</tr>
<tr>
<td></td>
<td>% 6.1</td>
<td></td>
<td>9.9</td>
</tr>
<tr>
<td>Agroindustry</td>
<td>N 26</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>% 0.7</td>
<td></td>
<td>1.0</td>
</tr>
<tr>
<td>Food</td>
<td>N 142</td>
<td></td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>% 3.7</td>
<td></td>
<td>6.2</td>
</tr>
<tr>
<td>Metals and machinery</td>
<td>N 443</td>
<td></td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>% 11.6</td>
<td></td>
<td>14.3</td>
</tr>
<tr>
<td>Electronics</td>
<td>N 230</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>% 6.0</td>
<td></td>
<td>6.5</td>
</tr>
<tr>
<td>Chemicals and pharmaceuticals</td>
<td>N 263</td>
<td></td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>% 6.9</td>
<td></td>
<td>10.2</td>
</tr>
<tr>
<td>Construction</td>
<td>N 1</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>% 0.0</td>
<td></td>
<td>0.0</td>
</tr>
<tr>
<td>Wood and furniture</td>
<td>N 13</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>% 0.3</td>
<td></td>
<td>0.0</td>
</tr>
<tr>
<td>Non-metallic and plastic materials</td>
<td>N 142</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>% 3.7</td>
<td></td>
<td>3.9</td>
</tr>
<tr>
<td>Paper</td>
<td>N 23</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>% 0.6</td>
<td></td>
<td>0.5</td>
</tr>
<tr>
<td>Other manufacturing</td>
<td>N 4</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>% 0.1</td>
<td></td>
<td>0.3</td>
</tr>
<tr>
<td>Other services</td>
<td>N 1</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>% 0.0</td>
<td></td>
<td>0.0</td>
</tr>
<tr>
<td>Retail and wholesale trade</td>
<td>N 1830</td>
<td></td>
<td>112</td>
</tr>
<tr>
<td></td>
<td>% 47.7</td>
<td></td>
<td>29.2</td>
</tr>
<tr>
<td>Mining and quarrying</td>
<td>N 32</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>% 0.8</td>
<td></td>
<td>1.0</td>
</tr>
<tr>
<td>Auto and auto components</td>
<td>N 191</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>% 5.0</td>
<td></td>
<td>6.5</td>
</tr>
<tr>
<td>Total</td>
<td>N 3833</td>
<td></td>
<td>384</td>
</tr>
<tr>
<td></td>
<td>% 100.0</td>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>

χ² = 60.690, df = 16, P = 0.00
Figure - 5.5

Percentage difference in male and female owned enterprises in various industries in India.

Table 5.6: Difference in Male and Female Owned Enterprises in Various Industries in Delhi

<table>
<thead>
<tr>
<th>Industries</th>
<th>Number/Percent</th>
<th>Gender</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Textiles</td>
<td>N</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>5.1</td>
<td>14.</td>
</tr>
<tr>
<td>Garments</td>
<td>N</td>
<td>31</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>15.9</td>
<td>14.3</td>
</tr>
<tr>
<td>Metals and machinery</td>
<td>N</td>
<td>13</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>6.7</td>
<td>0.0</td>
</tr>
<tr>
<td>Electronics</td>
<td>N</td>
<td>21</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>10.8</td>
<td>0.0</td>
</tr>
<tr>
<td>Chemicals and</td>
<td>N</td>
<td>8</td>
<td>0</td>
</tr>
</tbody>
</table>
Again Chi-square statistics shows significant difference in male and female owned enterprises in various industries in India ($\chi^2 = 60.690$, $p<0.01$), which implies that male owned firms and female owned firms differ significantly in various industries in India. Therefore, hypothesis 2 which assumes that there is no significant difference in
type of business operated by male and female entrepreneurs has been rejected for India at 1% significance level.

But there is no significant difference in male owned firms and female owned firms in various industries in Delhi ($\chi^2 = 3.194$, p = .866), which implies that the percentage of male entrepreneurs and female entrepreneurs in various industries in Delhi does not differ to a greater extent Therefore, hypothesis 2 which assumes that there is no significant difference in type of business operated by male and female entrepreneurs has been accepted for Delhi.

From the analyses of male and female entrepreneurs operating in different industries of the economy it is identified that the percentage of male entrepreneurs is more in industries like construction, wood and furniture, paper and retail and wholesale trade as compared to female entrepreneurs in India while the percentage of female entrepreneurs is more in industries like textile leather, garments, agroindustry, food etc. in India. The difference in male and female entrepreneurs operating in different industries in Delhi is not significant but figure – 5.6 shows that the percentage of female entrepreneurs operating in retail and wholesale, textile industry in Delhi is more than that of male entrepreneurs while in industries like metals and machinery, auto and auto components, electronics etc. the percentage of male entrepreneurs exceeds the percentage of female entrepreneurs in Delhi.

Difference in the type of business operated by male and female entrepreneurs can be due to less uncertainty bearing attitude. Women in India are less educated as compared to men in India. Women might often choose those businesses which are easy to handle, which does not require much technical knowledge and the businesses which they can operate easily like textile, agro industry etc. So the majority of female entrepreneurs operate in those sectors and industries which involve lesser risk.

Operating in industries with lesser risk can be due to the small amount of capital which women are able to secure from their savings or by borrowing from relatives and friends or otherwise by taking loan from any financial institution. With this small amount of capital women initiate mostly those businesses which involve lesser risk. While male entrepreneurs can pursue those businesses which involve more risk and requires
handsome amount of capital. So this can be the reason for male and female entrepreneurs to operate different kind of business in different sectors and industries.

The difference in the kind of businesses operated by male and female entrepreneurs can also be due to the time that must be devoted to run the business. Females due to their family responsibilities do not choose such businesses which demands more working hours. Female entrepreneurs go for such businesses with which they can easily balance their family life. But in the case of male entrepreneurs the situation is totally different. Their first and foremost responsibility is to earn bread for the family, to maintain and to bring up the status in the society, there is no restriction regarding the working hours that should be devoted to the business. So, male entrepreneur can run that business easily whose management is hectic and requires much time.

Due to limited access to finance female entrepreneurs mainly operates in unorganized sector. Finance, which is a crucial factor to start and to run a business, is no easily available to women entrepreneurs so they are not able to start a business in such industry which requires huge amount of capital such as metals and machinery construction etc.

Sometimes female entrepreneurs do not rely on finance to be taken from financial institutions because some of them or their near and dear ones would have been the victims of the ill practices of the money lenders who charges exorbitant rate of interest so the female entrepreneurs might consider other institutions to be the same. Therefore majority of Women entrepreneurs operates in those businesses which require less capital.

Cut throat competition with established male entrepreneurs also makes to resist female entrepreneurs to operate in those industries which are dominated by male entrepreneurs. Industrial women entrepreneurs is a recent phenomenon, there are industries like construction, manufacturing etc. where male entrepreneurs dominate. Such sectors require sturdiness of the entrepreneur as it involves public dealing supervising labour very keenly and is a 24x7 job for the entrepreneur.

Availability of raw material is also a reason which makes male and female entrepreneurs to choose different types of businesses. For female entrepreneurs, it is difficult to enter in those industries or sectors where some of the large entrepreneur
mainly male entrepreneurs are producing in bulk. An entrepreneur producing in bulk requires raw material in large quantity and the supplier of raw material also prefer to supply to that firm first who purchase in greater quantity. So for women entrepreneurs' availability of raw material also acts as a barrier to operate in those sectors which already have giant entrepreneurs.

Market linkage is an important factor for the success of the entrepreneurs. Lack of market linkage forces the entrepreneur to leave their business. So this can also be the reason for the difference in the business operated by male and female entrepreneurs. The sectors and industries where male entrepreneurs have better and strong market linkages must be dominated by male entrepreneurs while the sectors and industries in which female entrepreneurs have better market linkages are dominated by female entrepreneurs.

So, all these can be the probable reasons for the difference in the type of business operated by male and female entrepreneurs.

5.3 Analysis of Hypothesis: 3

Difference in performance indicators (India)

**H3:** Male owned firms and female owned firms perform similarly on various performance indicators – innovation, investment, technology, adoption, level of operations, domestic sales and export.

To test Hypothesis-3 different variables related to various performance indicators has been used. Developing new product line or upgrading existing product line shows how innovative the entrepreneur is. Reinvesting the percentage of profit, expenditure on Research & Development and on new machinery shows the level of investment by male and female entrepreneurs. Using new technology in production, using e-mail and website to connect with suppliers and buyers indicates technology adoption by entrepreneurs. Performance of the entrepreneurs is also judged by the level of operation at which they operate and the percentage of their sales to domestic market and abroad. The results of analysis done to test Hypothesis-3 are as follows:
• Comparison for Innovation.

Table 5.7: Difference in Male and Female Owned Enterprises Regarding Initiative of Developing New Product Line in Last Three Years in India

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes</th>
<th>%</th>
<th>No</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td></td>
<td>N</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>786</td>
<td>39.5</td>
<td>1204</td>
<td>60.5</td>
</tr>
<tr>
<td>Female</td>
<td>109</td>
<td>40.2</td>
<td>162</td>
<td>59.8</td>
</tr>
<tr>
<td>Total</td>
<td>895</td>
<td>39.6</td>
<td>1366</td>
<td>60.4</td>
</tr>
</tbody>
</table>

$\chi^2 = 0.52$, df = 1, P = 0.815

Figure – 5.7

Initiative of developing new product line in last three years in India

- Male
- Female

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>39.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>59.8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 5.8: Difference in Male and Female Owned Enterprises Regarding Initiative of Up-Gradation of Existing Product Line in Last Three Years in India

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Male</td>
<td>1161</td>
<td>58.4</td>
</tr>
<tr>
<td>Female</td>
<td>177</td>
<td>65.3</td>
</tr>
<tr>
<td>Total</td>
<td>1338</td>
<td>59.2</td>
</tr>
</tbody>
</table>

$\chi^2 = 4.720$, df = 1, P = 0.030

Figure - 5.8

Existing Product Line Upgraded By Male And Female Entrepreneurs in India

Percentage

Yes  No

Male Female

58.4  41.6

65.3  34.7

Yes  No
Chi-square statistics has been used to analyze the data which shows that there is no significant difference between male and female owned firms in developing new product in India ($\chi^2 = 0.52$, $p = .819$). But the percentage of women entrepreneurs who has developed new product (40.2%) in last three years is slightly more than the male entrepreneurs (39.5%) as shown in the figure – 5.7.

There is significant difference between male owned firms and female owned firms in up-gradation of existing product line in India as computed by chi-square statistics ($\chi^2 = 4.720$, $p < 0.05$). As the figure – 5.8 shows that the percentage of woman entrepreneurs who has upgraded existing product line in last three years (65.3%) is more than the male entrepreneurs (58.4%).

- **Comparison for Investment.**

**Table 5.9: Difference in Percentage of Net Profit Reinvested By Male and Female Owned Enterprises in India**

<table>
<thead>
<tr>
<th>Gender</th>
<th>&lt;20</th>
<th>20 - 40</th>
<th>40 - 60</th>
<th>60 - 80</th>
<th>80 - 100</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>Male</td>
<td>416</td>
<td>26.2</td>
<td>276</td>
<td>17.4</td>
<td>450</td>
</tr>
<tr>
<td>Female</td>
<td>67</td>
<td>33.2</td>
<td>26</td>
<td>12.9</td>
<td>34</td>
</tr>
<tr>
<td>Total</td>
<td>483</td>
<td>27</td>
<td>302</td>
<td>16.9</td>
<td>484</td>
</tr>
</tbody>
</table>

$\chi^2 = 28.908$, df = 4, $P = 0.001$

**Figure – 5.9**

[Net Profit Reinvested by Male and Female Entrepreneurs]
Table 5.10: Difference in Spending on R&D (In Lakhs) By Male and Female Owned Enterprises 1 Year Ago in India.

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>1355</td>
<td>50.73</td>
</tr>
<tr>
<td>Female</td>
<td>194</td>
<td>3.80</td>
</tr>
<tr>
<td>Total</td>
<td>1549</td>
<td>44.86</td>
</tr>
</tbody>
</table>

ANOVA Test : F(1, 1547) = .712, P = .399

Table 5.11: Difference in Expenditure on New Machinery & Equipment (In Lakhs) By Male and Female Owned Enterprises 1 Year Ago in India.

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>1799</td>
<td>83.00</td>
</tr>
<tr>
<td>Female</td>
<td>108</td>
<td>480.00</td>
</tr>
<tr>
<td>Total</td>
<td>1907</td>
<td>86.62</td>
</tr>
</tbody>
</table>

ANOVA Test : F(1, 1905) = 32.717, P = .000

By the analysis of the data through Chi-square statistics, significant difference is found between male and female entrepreneurs ($\chi^2 = 28.908$, $p<0.01$) regarding the percentage of profit that is reinvested in business by them in India. The figure – 5.9 clearly shows that among the entrepreneurs who reinvest either less than 20% or more than 80% of profit in business, percentage of women entrepreneurs is more among such entrepreneurs than male entrepreneurs but the percentage of male entrepreneurs who reinvest more than 20% and less than 80% of profit in business is more than that of female entrepreneurs.

By applying analysis of variance to find the difference between male and female entrepreneurs in spending on Research and Development no significant difference is found ($F = .72$, $P=.399$) in India. Still the mean value of expenditure on Research and
Development for male entrepreneurs (50.73 lakhs) is more than that of female entrepreneurs (3.80 lakhs).

Again the F-test is used in analyzing the difference in expenditure on new machinery & equipment by male and female owned enterprises one year ago in India and significant difference is found ($F=32.717$, $P<.01$). The expenditure by female entrepreneurs is more than the expenditure by male entrepreneurs on new machinery and equipment.

- **Comparison for Technology Adoption.**

**Table 5.12:** Difference in New Technology Introduced By Male and Female Owned Enterprises in Last Three Years in India

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Male</td>
<td>316</td>
<td>16.1</td>
</tr>
<tr>
<td>Female</td>
<td>48</td>
<td>18.0</td>
</tr>
<tr>
<td>Total</td>
<td>364</td>
<td>16.3</td>
</tr>
</tbody>
</table>

$\chi^2 = .608$, df = 1, $P = .43t$

**Figure – 5.1**

![Chart showing new technology introduced in last three years by male and female entrepreneurs in India](image-url)
Table 5.13: Difference in Use of e-mail For Business with Clients & Suppliers by Male and Female Owned Enterprises in India

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes</th>
<th>%</th>
<th>No</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td></td>
<td>N</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>1265</td>
<td>55.60</td>
<td>1012</td>
<td>44.40</td>
</tr>
<tr>
<td>Female</td>
<td>198</td>
<td>64.10</td>
<td>111</td>
<td>35.90</td>
</tr>
<tr>
<td>Total</td>
<td>1463</td>
<td>56.60</td>
<td>1123</td>
<td>43.40</td>
</tr>
</tbody>
</table>

$\chi^2 = 8.043$, df = 1, P = 0.006

Figure – 5.11

Use of e-mail for business with clients & suppliers by male and female entrepreneurs in India
Table 5.14: Difference in Use of Website for Business with Clients & Suppliers by Male and Female Owned Enterprises in India.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes</th>
<th></th>
<th>No</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Male</td>
<td>698</td>
<td>30.70</td>
<td>1576</td>
<td>69.30</td>
</tr>
<tr>
<td>Female</td>
<td>100</td>
<td>32.50</td>
<td>208</td>
<td>67.50</td>
</tr>
<tr>
<td>Total</td>
<td>798</td>
<td>30.90</td>
<td>1784</td>
<td>69.10</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 0.399, df = 1, P = .52 \]

Figure – 5.12

Use of website for business with clients & suppliers by male and female entrepreneurs in India

Chi-square statistics has been used and no significant difference is found between male and female owned firms in introducing new technology in India \((\chi^2 = 0.6, p=.436)\). But the percentage of women entrepreneurs who has introduced new technology (18%) in last three years is slightly more than that of male entrepreneurs (16.1%) shown in the figure – 5.10
Significant difference is found between male and female owned firms in using e-mail for business with clients and suppliers in India ($\chi^2 = 8.043, p < .01$). Figure 5.11 shows 64.1% of women entrepreneurs use e-mail while only 55.6% of male entrepreneurs use e-mail to remain connected with their customers and suppliers.

The difference between male and female owned firms by applying chi-square test does not come out to be significant for the use of website for business with clients and suppliers in India. But again female entrepreneurs are ahead of male entrepreneurs in usage of website for the business. Figure 5.12 reveals that male entrepreneurs being 30.7% while female entrepreneurs are 32.5% with positive response for website usage in business.

- **Comparison for Level of operation**

Table 5.15: Difference in Level of Operation in Male and Female Owned Enterprises in India

<table>
<thead>
<tr>
<th>Gender</th>
<th>Below optimum level</th>
<th>At optimum level</th>
<th>Above optimum level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>Male</td>
<td>27</td>
<td>1.4</td>
<td>1622</td>
</tr>
<tr>
<td>Female</td>
<td>3</td>
<td>1.2</td>
<td>222</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>1.4</td>
<td>1844</td>
</tr>
</tbody>
</table>

$\chi^2 = 2.793, \text{df = 2, } P = 0.247$
Optimal level of employment is used to test the level of operation whether optimum below optimum or above optimum in case of male and female entrepreneurs to compare their performance level in India. Chi-square test is used to find the result. No significant difference is found between male and female entrepreneurs in level of operations in India. According to figure – 5.13 female owned firms who are running at optimal level is little more than that of male owned firms who are running their firms at optimal level in India.

- Comparison for Domestic sales and Export.

Table 5.16: Difference in Percentage of Sales Sold Domestically, Exported Directly and Exported Indirectly by Male and Female Owned Enterprises in India.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>Mean</td>
</tr>
<tr>
<td>Percent of sales sold domestically*</td>
<td>3676</td>
<td>93.18</td>
</tr>
<tr>
<td>Percent of sales exported directly**</td>
<td>3676</td>
<td>5.94</td>
</tr>
<tr>
<td>Percent of sales exported indirectly***</td>
<td>3676</td>
<td>0.88</td>
</tr>
</tbody>
</table>

ANOVA Test*: F(1, 4037) = 9.500, P = .002
ANOVA Test**: F(1, 4037) = 3.886, P = .049
ANOVA Test***: F(1, 4037) = 13.810, P = .000

Figure - 5.14

Sales Percent by Male Entrepreneurs (India)
Analysis of variance is used to compare the means of domestic sales, sales through direct exports and sales through indirect exports between male and female owned enterprises in India. Significant difference is found between male and female entrepreneurs in all the three variables. The percentage difference can also be seen by the comparison of figure – 5.14 and figure 5.15. Male owned firms of India sell greater percentage of their produce in domestic market as compared to female owned firms of India. And the produce which is sold by women entrepreneurs directly or indirectly in foreign market is more than that of male owned firms in India.

Therefore the Hypothesis-3 which assumes that male owned firms and female owned firms perform similarly on various performance indicators like innovation,
investment, technology adoption, level of operations, domestic sales and export has been partially rejected for India at 1% and 5% significance level for different variables.

**Difference in performance indicators (Delhi)**

- **Comparison for Innovation**

  **Table 5.17:** Difference in Male and Female Owned Enterprises Regarding Initiative of Developing New Product Line in Last Three Years in Delhi

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Male</td>
<td>24</td>
<td>27.0</td>
</tr>
<tr>
<td>Female</td>
<td>1</td>
<td>50.0</td>
</tr>
<tr>
<td>Total</td>
<td>25</td>
<td>27.5</td>
</tr>
</tbody>
</table>

  $\chi^2 = 0.521$, df = 1, P = .47

**Figure – 5.16**

Initiative of developing new product line in last three years by male and female entrepreneurs in Delhi

- Male
- Female
Table 5.18: Difference in Male And Female Owned Enterprises Regarding Initiative of Up-Gradation of Existing Product Line in Last Three Years in Delhi.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes</th>
<th></th>
<th>No</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Male</td>
<td>60</td>
<td>67.4</td>
<td>29</td>
<td>32.6</td>
</tr>
<tr>
<td>Female</td>
<td>2</td>
<td>100.0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>62</td>
<td>68.1</td>
<td>29</td>
<td>31.9</td>
</tr>
</tbody>
</table>

\[ \chi^2 = .957, df = 1, P = .328 \]

Figure 5.17

Up-gradation of existing product line in last three years by male and female entrepreneurs in Delhi

Chi-square statistics has been used to analyze the data which shows that there is no significant difference between male and female owned firms in developing new product in Delhi \( (\chi^2 = 0.521, p=.470) \). But the percentage of women entrepreneurs who has developed new product line (50%) in last three years is more than the male entrepreneurs (27%) as shown in figure 5.16.
There is no significant difference between male owned firms and female owned firms in up-gradation of existing product line in Delhi as computed by chi-square statistics ($\chi^2 = .957, p = .328$). Comparison of mean in figure 5.17 shows that the percentage of women entrepreneurs who has upgraded existing product line in last three years (100%) is more than the male entrepreneurs (67.4%).

**Comparison for Investment.**

**Table 5.19: Difference in Net Profit Reinvested By Male and Female Owned Enterprises in Delhi**

<table>
<thead>
<tr>
<th>Gender</th>
<th>&lt;30</th>
<th>30 - 60</th>
<th>60 - 100</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>Male</td>
<td>18</td>
<td>20.20</td>
<td>63</td>
</tr>
<tr>
<td>Female</td>
<td>1</td>
<td>50.00</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>19</td>
<td>20.90</td>
<td>64</td>
</tr>
</tbody>
</table>

$\chi^2 = 1.131, \ df = 2, P = .568$

**Figure 5.18**

Net Profit Reinvested by Male and Female Owned Enterprises in Delhi

[Diagram showing bar chart with percentages reinvested for different categories: Male and Female]
Table 5.20: Difference in Spending on R&D (In Lakhs) by Male and Female Owned Enterprises 1 Year Ago in Delhi

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>55</td>
<td>.35</td>
</tr>
<tr>
<td>Female</td>
<td>2</td>
<td>.00</td>
</tr>
<tr>
<td>Total</td>
<td>57</td>
<td>.33</td>
</tr>
</tbody>
</table>

ANOVA Test: F(1, 55) = .124, P = .726

Table 5.21: Difference in Expenditure on New Machinery & Equipment (In Lakhs) by Male and Female Owned Enterprises 1 Year Ago in Delhi

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>103</td>
<td>53.16</td>
</tr>
<tr>
<td>Female</td>
<td>5</td>
<td>0.00</td>
</tr>
<tr>
<td>Total</td>
<td>108</td>
<td>50.70</td>
</tr>
</tbody>
</table>

ANOVA Test: F(1, 106) = .280, P = .598

By the analysis of the data through Chi-square statistics, significant difference is not found between male and female entrepreneurs ($\chi^2 = 1.131$, p=.568) regarding the percentage of profit that is reinvested in business by them in Delhi. Figure 5.18 shows that among the entrepreneurs who reinvest less than 30% of profit in business, percentage of women entrepreneurs is more among such entrepreneurs than male entrepreneurs in Delhi but the percentage of male entrepreneurs who reinvest more than 30% of profit in business is more than that of female entrepreneurs.

By applying analysis of variance to find the difference between male and female entrepreneurs in spending on Research and Development no significant difference is found (F=.124, P=.726) in Delhi. Still the mean value of expenditure on Research and
Development for male entrepreneurs (0.34 lakhs) is more than that of female entrepreneurs (.00 lakhs).

Again the F-test is used in analyzing the difference in expenditure on new machinery & equipment by male and female owned enterprises one year ago in Delhi and no significant difference is found ($F= .280, P=.598$). The expenditure by male entrepreneurs is more than the expenditure by female entrepreneurs on new machinery and equipment.

- **Comparison for Technology Adoption.**

**Table 5.22: Difference in New Technology Introduced by Male and Female Owned Enterprises in Last Three Years in Delhi.**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes</th>
<th>%</th>
<th>No</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>4</td>
<td>4.4</td>
<td>86</td>
<td>95.6</td>
</tr>
<tr>
<td>Female</td>
<td>0</td>
<td>0.0</td>
<td>2</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>4</td>
<td>4.3</td>
<td>88</td>
<td>95.7</td>
</tr>
</tbody>
</table>

$\chi^2 = .083, df = 1, P = .76$

**Figure – 5.19**

New technology introduced by male and female entrepreneurs in last three years in Delhi
Table 5.23: Difference in Use of e-mail for Business with Clients & Suppliers by Male and Female Owned Enterprises in Delhi.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes</th>
<th></th>
<th>No</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Male</td>
<td>60</td>
<td>60.00</td>
<td>40</td>
<td>40.00</td>
</tr>
<tr>
<td>Female</td>
<td>3</td>
<td>75.00</td>
<td>1</td>
<td>25.00</td>
</tr>
<tr>
<td>Total</td>
<td>63</td>
<td>60.60</td>
<td>41</td>
<td>39.40</td>
</tr>
</tbody>
</table>

\[ \chi^2 = .362, df = 1, P = 0.547 \]

Figure 5.20

Use of e-mail for business with clients & suppliers by male and female entrepreneurs in Delhi
Table 5.24: Difference in Use of Website for Business with Clients & Suppliers by Male and Female Owned Enterprises in Delhi.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Male</td>
<td>32</td>
<td>32.00</td>
</tr>
<tr>
<td>Female</td>
<td>2</td>
<td>50.00</td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>32.70</td>
</tr>
</tbody>
</table>

$\chi^2 = .566$, df = 1, P = 0.45

![Figure - 5.21](image)

Use of website for business with clients & suppliers by male and female entrepreneurs in Delhi

Chi-square statistics has been used and no significant difference is found between male and female owned firms in introducing new technology in Delhi ($\chi^2 = 0.09$ p=.760). But the percentage of male entrepreneurs as figure 5.19 shows, who have introduced new technology (4.4%) in last three years, is slightly more than that of female entrepreneurs (0.00%) in Delhi.
Significant difference is not found between male and female owned firms in using e-mail for business with clients and suppliers in Delhi ($\chi^2 = .362, p=.547$). In figure 5.20, 75% of women entrepreneurs use e-mail while only 60% of male entrepreneurs use e-mail to remain connected with their customers and suppliers.

The difference between male and female owned firms by applying chi-square test does not come out to be significant for the use of website for business with clients and suppliers in Delhi. But again female entrepreneurs are ahead of male entrepreneurs in usage of website for the business. According to figure 5.21, male entrepreneurs are 32% while female entrepreneurs are 50% with positive response for website usage in business.

- Comparison for Level of operation

<table>
<thead>
<tr>
<th>Gender</th>
<th>At optimum level</th>
<th>Above optimum level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Male</td>
<td>73</td>
<td>89.00</td>
</tr>
<tr>
<td>Female</td>
<td>2</td>
<td>100.00</td>
</tr>
<tr>
<td>Total</td>
<td>75</td>
<td>89.30</td>
</tr>
</tbody>
</table>

$\chi^2 = .246, df = 1, P = .620$

**Figure – 5.22**

Level of operation in male and female owned enterprises in Delhi
Optimal level of employment is used to test the level of operation whether optimum below optimum or above optimum in case of male and female entrepreneurs to compare their performance level in Delhi. Chi-square test is used to find the result. No significant difference is found between male and female entrepreneurs in level of operations in Delhi. In figure 5.22, female owned firms who are running at optimal level is little more than that of male owned firms who are running their firms at optimal level in Delhi.

- **Comparison for domestic sales and export.**

Table 5.26: Difference in Percentage of Sales Sold Domestically, Exported Directly and Exported Indirectly by Male and Female Owned Enterprises in Delhi.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percent of sales sold domestically*</th>
<th>Percent of sales exported directly**</th>
<th>Percent of sales exported indirectly***</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>Mean</td>
<td>S.D</td>
</tr>
<tr>
<td>male</td>
<td>193</td>
<td>90.33</td>
<td>24.70</td>
</tr>
<tr>
<td>female</td>
<td>7</td>
<td>90</td>
<td>26.46</td>
</tr>
</tbody>
</table>

ANOVA Test*: F(1, 198) = .001, P = .97

ANOVA Test**: F(1, 198) = .125, P = .72

ANOVA Test***: F(1, 198) = .388, P = .53

Figure - 5.23

Sales Percent by Male Entrepreneurs (Delhi)
Analysis of variance is used to compare the means of domestic sales, sales through direct exports and sales through indirect exports between male and female owned enterprises in Delhi. Significant difference is not found between male and female entrepreneurs for all the three variables. Male owned firms and female owned firms sell almost equal percentage of their produce in domestic market as can also be seen by figure 5.23 and 5.24. And the produce which is sold by women entrepreneurs of Delhi directly in foreign market is more than that of male entrepreneurs of Delhi. Production sold indirectly in foreign market is more of male entrepreneurs than female entrepreneurs in Delhi.

Therefore the Hypothesis-3 which assumes that male owned firms and female owned firms perform similarly on various performance indicators like innovation, investment, technology adoption, level of operations, domestic sales and export has been partially accepted for different variables in case of Delhi.
According to the analysis female entrepreneurs are performing better at almost all the performance indicators taken to compare male and female entrepreneurs.

Women entrepreneurs mainly own small and medium size firms with small capital. Switching to new product line or upgrading the existing one is easier because not much capital is invested in machinery as small firms are more labour oriented than capital oriented but majority of male entrepreneurs have larger firms and the investment is also large in machines and equipment so for them it is difficult to change or to upgrade the product line and opt for an innovative product.

Women in India are neither mentally nor economically self-reliant. Most of them turn to entrepreneur to support their family so they are more risk averse and do not want to extend their business so women entrepreneurs reinvest lesser percentage of profit in the business as compared to male entrepreneurs.

Firms owned by women are small, less efficient and low in productivity. Profit margin is also small of these firms. Spending on Research and Development forms more intangible goods so the expenditure done on R&D is less by women entrepreneurs as compared to male entrepreneurs.

Machines and equipment used in small and medium size firms are not of very high cost and also the life of the machines used in such firms are not very long so the expenditure on new machinery and equipment is done after short period of time in such firms and majority of women own small and medium size firms so the investment in new machines and equipment is more by women entrepreneurs as compared to male entrepreneurs.

A greater percentage of women entrepreneurs introduces new technology compared to male entrepreneurs because in smaller firms adoption of new technology is not a big cost, if new technology is more efficient then it is beneficial for smaller firms to adopt it as smaller firms are less efficient and less productive, the adoption of new technology by small firms will improve the efficiency and productivity of the firm.

Women entrepreneurs are not as mobile as men. Women cannot travel from one place to another as freely as men can, as they have problems like staying out of the home at night or at far places. To avoid the dependence on middleman to sell their product and to save the cost of advertisement, more percentage of women entrepreneurs might
using e-mail and website as compared to male entrepreneurs to stay connected with their customers and their suppliers.

Small firms mostly use labour intensive technique of production and they also require either unskilled or semi-skilled labour which is easily available. Therefore most of the small firms operate at optimal level. Majority of women entrepreneurs also own small firms so the percentage of women entrepreneurs operating at optimal level is more than that of male entrepreneurs.

Due to better market linkage and vast experience, male entrepreneurs are able to sell more percentage of their produce domestically; female entrepreneurs have to face stiff competition with well-established male entrepreneurs and organized industries, so the percentage of produce that is sold domestically by women entrepreneurs is less than that of male entrepreneurs.

It is difficult for women to fulfill the legal formalities in getting export license, so more percentage of women entrepreneurs depends on indirect export like piggyback as compared to male entrepreneurs.

5.4 Analysis of Hypothesis: 4

Difference in Generating Employment

H4: There is no significant difference across male owned firms and female owned firms in generating employment.

To test the hypothesis-4, number of permanent as well as temporary employees working in male and female owned enterprises has been taken as a variable. Number of employees working in the firm signifies the level of employment generation by the firms owned by male and female entrepreneurs. The results of analysis done to test the hypothesis-4 are as under:
Table 5.27:  Difference in Number of Permanent Employees of Male and Female Owned Enterprises in India

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Number/percent</th>
<th>Gender</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>&lt;100</td>
<td>N</td>
<td>3435</td>
<td>331</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>92.6</td>
<td>90.2</td>
</tr>
<tr>
<td>100 - 500</td>
<td>N</td>
<td>215</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>5.8</td>
<td>7.1</td>
</tr>
<tr>
<td>500 - 1000</td>
<td>N</td>
<td>29</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>0.8</td>
<td>2.2</td>
</tr>
<tr>
<td>1000 - 5000</td>
<td>N</td>
<td>30</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>0.8</td>
<td>0.5</td>
</tr>
<tr>
<td>Total</td>
<td>N</td>
<td>3709</td>
<td>367</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

$\chi^2 = 8.632, \text{ df} = 3, \text{ P} = .03$

Figure - 5.25

Percentage Difference in number of Permanent Employees of Male and Female Owned Enterprises in India

- Male
- Female
Table 5.28: Difference in Number of Temporary Employees of Male and Female Owned Enterprises in India

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Number/Percent</th>
<th>Gender</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>&lt;100</td>
<td>N</td>
<td>2575</td>
<td>206</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>98.8</td>
<td>97.6</td>
</tr>
<tr>
<td>100 - 300</td>
<td>N</td>
<td>24</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>0.9</td>
<td>0.5</td>
</tr>
<tr>
<td>300 - 500</td>
<td>N</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>0.2</td>
<td>0.9</td>
</tr>
<tr>
<td>500 - 1000</td>
<td>N</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>0.1</td>
<td>0.9</td>
</tr>
<tr>
<td>Total</td>
<td>N</td>
<td>2607</td>
<td>211</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

$\chi^2 = 14.443, \text{df} = 3, \ P = .002$

Figure - 5.26

Percentage difference in number of Temporary Employees of Male and Female Owned Enterprises in India
Chi-square statistics has been used to analyze the data which shows that there is significant difference in the number of permanent employees and temporary employee working in male owned firms and female owned firms in India. The chi-square value for permanent employees ($\chi^2 = 8.632, p<0.05$), which implies that male and female owned firms differ significantly in the employment of permanent employees working in the firms in India. And for temporary employees ($\chi^2 = 14.443, p<0.05$), which again implies that male and female owned firms differ significantly in the employment of temporary employees working in their firms in India. Therefore, hypothesis 4 which assumes that there is no significant difference across male owned firms and female owned firms in generating employment has been rejected at 5% significance level for India.

Number of employees in male and female owned firms varies in India. In figure 5.2, it can be seen that in the firms having number of permanent employees ranging from 10 to 1000, the percentage of female owned firms are more than that of male owned firm. But the firms in which the number of permanent employees are less than 100 or more than 1000, the percentage of male entrepreneurs are more for such firms than that of female entrepreneurs. So the percentage of male owned firms which are either of small or large size is greater than the percentage of female owned firms which are either of small or large size regarding permanent employees. The situation gets reversed in medium sized firms where percentage of female entrepreneurs is more than that of male entrepreneurs regarding permanent employees.

Percentage of male and female entrepreneurs also varies with the change in number of temporary employees. Table 5.28 and figure 5.26 shows that the percentage of male entrepreneurs is more with temporary employees ranging from 1 to 300 as compared to female entrepreneurs but the percentage of female entrepreneurs is more than that of male entrepreneurs for the firms in which the temporary employees is more than 300.
Table 5.29: Difference in Number of Permanent Employees of Male and Female Owned Enterprises in Delhi

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Number/Percent</th>
<th>Gender</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>&lt;10</td>
<td>119</td>
<td>4</td>
<td>123</td>
</tr>
<tr>
<td></td>
<td>63.3</td>
<td>57.1</td>
<td>63.1</td>
</tr>
<tr>
<td>10 – 20</td>
<td>24</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>12.8</td>
<td>14.3</td>
<td>12.8</td>
</tr>
<tr>
<td>20 – 30</td>
<td>16</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>8.5</td>
<td>14.3</td>
<td>8.7</td>
</tr>
<tr>
<td>30 – 40</td>
<td>8</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>4.3</td>
<td>14.3</td>
<td>4.6</td>
</tr>
<tr>
<td>&gt;40</td>
<td>21</td>
<td>0</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>11.2</td>
<td>0.0</td>
<td>10.8</td>
</tr>
<tr>
<td>Total</td>
<td>188</td>
<td>7</td>
<td>195</td>
</tr>
<tr>
<td></td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

χ² = 2.564, df = 4, P = .633

Figure- 5.27

Percentage difference in number of Permanent Employees of Male and Female Owned Enterprises in Delhi
Table 5.30: Difference in Number of Temporary Employees of Male and Female Owned Enterprises in Delhi

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Number/Percent</th>
<th>Gender</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>&lt;10</td>
<td>N</td>
<td>116</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>89.9</td>
<td>100.0</td>
</tr>
<tr>
<td>10 – 20</td>
<td>N</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>6.2</td>
<td>0.0</td>
</tr>
<tr>
<td>20 – 30</td>
<td>N</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>0.8%</td>
<td>0.0</td>
</tr>
<tr>
<td>&gt;30</td>
<td>N</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>3.1</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td>N</td>
<td>129</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

$\chi^2 = .558, \text{df} = 3, P = .906$

Figure - 5.28

Percentage difference in number of Temporary Employees of Male and Female Owned Enterprises in Delhi

![Bar chart showing percentage difference in number of temporary employees by gender and number of employees.](image)
Again the chi-square statistics has been used to analyze the data which shows that there is no significant difference in the number of permanent employees and temporary employees working in male owned firms and female owned firms in Delhi. For permanent employees ($\chi^2 = 2.564, P = .633$), which implies that male and female owned firms does not differ significantly in the number of permanent employees working in their firms in Delhi. And for temporary employees ($\chi^2= .558, P = .906$), which also implies that the number of temporary employees does not differ significantly in male and female owned firms in Delhi. Therefore, hypothesis 4 which assumes that there is no significant difference across male owned firms and female owned firms in generating employment has been accepted for Delhi.

Although the difference in percentage of male and female owned firms is not significant regarding the employment of number of permanent employees but figure 5.27 reveals that the percentage of male entrepreneurs employing permanent employees less than 10 or more than 40 is more as compared to female entrepreneurs. The percentage of female entrepreneurs who employs permanent employees ranging from 10 to 40 is more than that of male entrepreneurs.

In case of temporary employees, the difference between the percentage of male and female owned firms can be seen from figure 5.28, regarding temporary employees is again not significant but the percentage of female owned firms is more than that of male owned firms where the temporary employees is less than 10 and the percentage of male owned firms is more where temporary employees is more than 10 as compared to female owned firms.

The difference in number of employees in the firms owned by male and female entrepreneurs can be due to various factors such as productivity, profitability, sales, firm size, production techniques used, availability of labour or employees, industry in which firm operates, government regulations etc.

The firms with low productivity will be employing less number of labour and the firms with high productivity will be employing more number of labours. The firms will employ the number of labour according to their quantum of production. So, productivity
can cause the difference across male owned firms and female owned firms in employment generation.

Profitability of the firm determines its growth. A firm with more profit will extend at a faster rate and will employ more number of labour. With the variation in the profit of the firm the number of employees in the firm will also vary. Highly profitable firms will recruit more employees and this can cause the difference in male and female owned firms in generating employment.

Difference in number of employees working in the firm also depends upon the goal of the firm i.e. weather the firm wants to maximize the profit or the firm wants to maximize the sales. A firm with the goal of sales maximization will employ more labours for producing more output as compared to the firm with the goal of profit maximization.

A newly established firm often pursues the goal of sales maximization and a well-established firm runs with the goal of profit maximization. So, age of the firm can also be a factor in determining the employment by the firm. The age of the firms also differs between male and female entrepreneurs in the data analyzed. Therefore there is difference in employment generation between male and female entrepreneurs.

A firm does production by two different production techniques i.e. labour intensive technique and capital intensive technique. In labour intensive technique more amount of labour and less amount of capital goods i.e. machines are used and in capital intensive technique more amounts of capital goods and less amount of labour is used. Therefore the technique of production used also makes the difference between the firms and number of employees. As per the analysis, a greater percentage of female entrepreneurs with medium sized firm might be using labour intensive technique and in case of small and large sized firms a greater percentage of male entrepreneurs might be using labour intensive techniques.

Using different production techniques may also be due to the industry in which the firm operates. Some industry requires more labour like cottage industry, agro-industry
etc. so the employment level will be different in different firms operating in various industries.

Availability of labor also determines number of employees in the firm and the technique of production used. If labour is easily available then the firm will use more labour instead of capital. The labour is easily available for the production process which is simple and which does not require technical knowledge. And for complex production process where skilled labour is required, entrepreneurs prefer capital intensive technique of production as labour is not available easily.

5.5 Analysis of Hypothesis: 5

Difference in Business Environment Constraints

H5: Male owned firms and female owned firms face similar business constraints in the operation and growth of their business.

To test Hypothesis-5 different variables related to business environment which hinders the growth of the enterprises has been used in the analysis. The results of analysis done to test Hypothesis-5 are as follows:

There are different types of constraint in the business environment which hamper the growth of the business. 18 main constraints are identified in the study. Factor analysis has been done for these constraints to club the similar variable in one group. Component extraction method with Varimax rotation has grouped 18 variables and produced 4 factors, which explains 54.733 percent of the variance. Using the factor loadings, these constrains were grouped into their respective factors and were renamed according to their collective representation. The constraints related to Economics and regulatory policy uncertainty, macroeconomic instability (inflation, exchange rate), legal system/conflict resolution, anti-competitive/informal practices, licensing and operating permits, crime, theft, disorder, regulations, skills of available workers are loading highly on factor 1 and they can be termed as General Constraint in business environment. It is indicating Eigen
value 5.892 and explaining 21.088 % of variance. Constraints related to tax, corruption and custom are highly loading in factor 2, so they can be termed as *Regulator Constraints*, indicating Eigen value 1.502 and explaining 12.729 % of variance. The response on access to finance (e.g. collateral), cost of finance (e.g. interest rates), access to land are loading highly in factor 3, can be termed as *Cost of Doing Business* and explain 11.574 % of variance and the Eigen value is 1.275. Factor 4 has been given the name *Basic Infrastructure* because constraints related to transport, telecommunication and electricity are clubbed in the same factor with Eigen value 1.183 and it is explaining 9.343% of variance.

### Table 5.31: Factor Analysis of Different Variables of Business Environment Constraints

<table>
<thead>
<tr>
<th>Factor</th>
<th>General constraint</th>
<th>Regulatory Constraints</th>
<th>Cost of doing business</th>
<th>Basic infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>General constraints</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business constraint: Economics &amp; regulatory policy uncertainty</td>
<td>0.735</td>
<td>0.118</td>
<td>0.273</td>
<td>-0.063</td>
</tr>
<tr>
<td>Business constraint: macroeconomic instability (inflation, exchange rate)</td>
<td>0.735</td>
<td>0.135</td>
<td>0.16</td>
<td>-0.035</td>
</tr>
<tr>
<td>Business constraint: legal system/conflict resolution</td>
<td>0.669</td>
<td>0.142</td>
<td>0.052</td>
<td>0.152</td>
</tr>
<tr>
<td>Business constraint: anti-competitive/informal practices</td>
<td>0.606</td>
<td>0.142</td>
<td>0.132</td>
<td>0.132</td>
</tr>
<tr>
<td>Business constraint: licensing and operating permits</td>
<td>0.55</td>
<td>0.199</td>
<td>0.394</td>
<td>0.077</td>
</tr>
<tr>
<td>Business constraint: crime, theft, disorder</td>
<td>0.511</td>
<td>0.236</td>
<td>-0.057</td>
<td>0.256</td>
</tr>
<tr>
<td>Business constraint: labor regulations</td>
<td>0.493</td>
<td>0.412</td>
<td>0.174</td>
<td>0</td>
</tr>
<tr>
<td>Business constraint: skills of available workers</td>
<td>0.494</td>
<td>0.056</td>
<td>0.298</td>
<td>0.093</td>
</tr>
<tr>
<td>Regulatory Constraints</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business constraint: tax administration</td>
<td>0.225</td>
<td>0.769</td>
<td>0.164</td>
<td>0.04</td>
</tr>
<tr>
<td>Business constraint: tax rates</td>
<td>0.114</td>
<td>0.977</td>
<td>0.25</td>
<td>0.108</td>
</tr>
<tr>
<td>Business constraint: corruption</td>
<td>0.457</td>
<td>0.533</td>
<td>-0.09</td>
<td>0.131</td>
</tr>
<tr>
<td>Business constraint: customs and trade regulations</td>
<td>0.471</td>
<td>0.51</td>
<td>0.274</td>
<td>0.003</td>
</tr>
<tr>
<td>Cost of doing business</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business constraint: access to finance (e.g. collateral)</td>
<td>0.298</td>
<td>0.124</td>
<td>0.782</td>
<td>0.022</td>
</tr>
</tbody>
</table>
Business constraint: cost of finance
(e.g. interest rates) 0.339 0.151 0.767 0.015
Business constraint: access to land -0.028 0.15 0.573 0.268

Basic infrastructure
Business constraint: transport 0.198 0.095 0.148 0.728
Business constraint: telecommunications 0.265 -0.186 0.081 0.699
Business constraint: electricity -0.155 0.26 0.04 0.661

% of Variance 21.088 12.729 11.574 9.343
Cumulative % 21.088 33.816 45.39 54.733
Initial Eigenvalues 5.892 1.502 1.275 1.183

Table 5.32: ANOVA Statistics for INDIA: Male and Female Entrepreneurs and Business Constraints.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Male</th>
<th></th>
<th>Female</th>
<th></th>
<th>df</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>Mean</td>
<td>S.D</td>
<td>N</td>
<td>Mean</td>
<td>S.D</td>
<td></td>
</tr>
<tr>
<td>General constraints</td>
<td>1962</td>
<td>1.68</td>
<td>0.72</td>
<td>267</td>
<td>1.80</td>
<td>0.84</td>
<td>1</td>
</tr>
<tr>
<td>Regulatory Constraints</td>
<td>2001</td>
<td>2.36</td>
<td>1.07</td>
<td>270</td>
<td>2.48</td>
<td>1.16</td>
<td>1</td>
</tr>
<tr>
<td>Cost of doing business</td>
<td>1992</td>
<td>1.83</td>
<td>0.97</td>
<td>270</td>
<td>1.87</td>
<td>1.02</td>
<td>1</td>
</tr>
<tr>
<td>Basic infrastructure</td>
<td>3337</td>
<td>1.95</td>
<td>0.81</td>
<td>359</td>
<td>1.97</td>
<td>0.87</td>
<td>1</td>
</tr>
</tbody>
</table>

5.86 0.016
2.79
8 0.095
0.57
9 0.447
0.24
4 0.622

Figure - 5.29

Difference in Severity of Business Constraints between Male and Female owned Enterprises in India
Analysis of variance has been done to know the variation between male and female entrepreneurs regarding the business constraints. Response on the business constraint has been taken on a five point scale. No obstacle is shown by ‘0’ and Very Severe Obstacle is indicated by ‘4’. For the feasibility of the analysis the rating has been changed from ‘0’ to ‘4’ to ‘1’ to ‘5’. Now 1 indicates No obstacle 2 = Minor obstacle 3 = Moderate obstacle 4 = Major obstacle 5 = Very Severe Obstacle. Analysis indicates that there is a significant difference between male and female entrepreneurs in India in facing general constraint in business (F=5.86, P=0.016). Mean value of the male and female is 1.68 and 1.80 respectively for general constraints. It implies that female entrepreneurs are facing more obstacles in doing business than male entrepreneurs. In the similar line of general constraint F-test statistics (F=2.798, P=0.095) for regulatory constraints also indicate the significant difference between male and female entrepreneurs in India. From the mean value of male and female (2.36 and 2.48) it can be judged that female are facing more problem with regulatory constraints. Figure 5.29 shows that cost of doing business is almost same for male and female entrepreneurs in India as revealed by ANOV statistics and no significant difference is found in India between male and female entrepreneurs. Like cost of doing business there is no significant difference between male and female entrepreneurs in the availability of basic infrastructure. Facility of transport, telecommunication and electricity are available without any gender discrimination. Male and female entrepreneurs face obstacles of same intensity regarding Basic Infrastructure in India.

Table 5.33: ANOVA Statistics for Delhi: Male and Female Entrepreneurs and Business Constraints.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Male</th>
<th></th>
<th></th>
<th>Female</th>
<th></th>
<th></th>
<th>df</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>Mean</td>
<td>S.D</td>
<td>N</td>
<td>Mean</td>
<td>S.D</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General constraints</td>
<td>89</td>
<td>1.42</td>
<td>0.34</td>
<td>2</td>
<td>1.94</td>
<td>0.44</td>
<td>1</td>
<td>4.474</td>
<td>0.0</td>
</tr>
<tr>
<td>Regulatory Constraints</td>
<td>91</td>
<td>2.71</td>
<td>0.77</td>
<td>2</td>
<td>3.38</td>
<td>0.88</td>
<td>1</td>
<td>1.434</td>
<td>0.2</td>
</tr>
<tr>
<td>Cost of doing business</td>
<td>90</td>
<td>1.29</td>
<td>0.63</td>
<td>2</td>
<td>2.33</td>
<td>1.89</td>
<td>1</td>
<td>4.959</td>
<td>0.0</td>
</tr>
<tr>
<td>Basic Infrastructure</td>
<td>181</td>
<td>2.11</td>
<td>0.73</td>
<td>7</td>
<td>2.19</td>
<td>0.69</td>
<td>1</td>
<td>0.089</td>
<td>0.7</td>
</tr>
</tbody>
</table>
Analysis of variance has been done to know the variation between male and female entrepreneurs regarding business constraints for Delhi also. There is a significant difference found between male and female entrepreneurs of Delhi in facing general constraint in business at 5% significance level ($F=4.474$, $P=0.037$). Mean value of female (1.94) is much higher than the mean value of male (1.42) which indicates that female entrepreneurs are facing more general business constraints as compared to male entrepreneurs in Delhi. Mean value of all four factors can be easily compared from figure 5.30. On comparing the mean value of general constraints of India and Delhi for female entrepreneurs it is found that female entrepreneurs face more general business constraints in Delhi as compared to India. There is no significant difference in facing regulatory constraint in business across the gender in Delhi. ANOVA ($F=4.959$, $P=0.028$) indicate that intensity of obstacles for cost of doing business is not same in Delhi between male and female entrepreneurs and significant difference is found. Mean value for cost of doing business of female entrepreneurs (2.33) is much higher than male entrepreneurs (1.29). For female entrepreneurs cost of doing business is a moderate obstacle while for male entrepreneurs cost of doing business is a minor obstacle. Like India there is no
significant difference in the basic infrastructure constraints faced by both male and female entrepreneurs in Delhi.

So Hypothesis-5 has been partially rejected for India as well as for Delhi at 5th significance level.

For female entrepreneurs all the business environment constraints is a bigger obstacle as compared to male entrepreneurs in India as well as in Delhi.

Indian society is still a male dominant society female have to struggle hard to compete with men in various fields because still the perception of society for women is outmoded. Majority of women entrepreneurs have their families therefore they have to carry their business as well family responsibilities side by side. Females in India are not as mobile as males; they cannot always secure time for other responsibilities other than their family.

The legal system of India still lacks the resources which are needed to fulfill the needs of the citizen of India and this is the reason for the legal system or the judiciary system in India to be enormously slow. For the settlement of the disputes or conflicts arising in the course of business the entrepreneur has to suffer a lot in terms of money as well as physical energy. Male entrepreneurs are able to cope with such problems more easily as compared to female entrepreneurs. So for female entrepreneurs legal system is a bigger obstacle as compared to male entrepreneurs.

Competition in market is essential for sustainable economic growth and for the growth of business enterprises mainly in developing countries like India. Anti-competitive practices like formation of cartels acts as an obstacle in the business growth. Market leaders and giant producers often follow anti-competitive practices and the majority among them is of male entrepreneurs. So, women entrepreneurs have to suffer more because of anti-competitive practices in the market.

Percentage of women are less than the percentage of men in case of literacy in India, women are not as mobile as men in India, market linkage and personal contacts of female entrepreneurs are not so strong and as wide as male entrepreneurs in India.
Therefore getting operating permit is a much difficult task for female entrepreneurs as compared to male entrepreneurs in India or in Delhi because fulfilling the legal formalities in obtaining license is a tuff task for women.

Lack of self-confidence, knowledge and experience related to business world might be the reasons for women to be a bigger victim of crime as compared to male entrepreneurs.

Women mainly own small and medium size firms and according to literature reviewed the frequency of theft is more in small and medium sized firm. Therefore, theft again becomes a bigger obstacle for women entrepreneurs as compared to male entrepreneurs.

Tax is considered a hurdle, an obstacle in firm’s growth. The more a firm is inefficient, the bigger the obstacle in the form of tax is. A firm with low productivity feels more burden of tax. Prior studies shows that women owned firms are inefficient and less productive as compared to male owned enterprises in India. There is also low variance among tax rates with the quantum of output. So the producer producing in less quantity will have more tax burden as compared to the one with higher quantum of production. Majority of female entrepreneurs possess small and medium enterprises and do not produce very large quantity of output. So, tax as a bigger obstacle for female owned firms as compared to male owned firms is justifiable.

Bribe taken by government officials also acts as a tax for the enterprise and dampens the growth of the firm and makes the firm less productive. Unofficial payment, a bigger obstacle for women owned firms can be because of the less bargaining power of women and due to male dominant society of India. Women do not get equal treatment in male-dominated Indian society and male ego puts barriers in their progress.

Finance which is the life blood of every business activity is also a bigger obstacle for female entrepreneurs as compared to male entrepreneurs and the reasons for this are:

- The absence of security in the form of assets to secure loan from financial institutions.
• Lack of required working capital to operate day to day business.
• Lack of proper financing facilities in India.

Mode of transport, cost of communication and electricity also poses the obstacle for firm's growth. Cost of commercial electricity is even higher than the household supply of the electricity. The cost that is incurred in availing the basic infrastructure facilities also makes the firm less profitable and the firms which are less efficient and with low productivity are more effected by this. Most of the women entrepreneurs possess the business with the prior mentioned limitations. Therefore, basic infrastructure is a bigger obstacle in case of women entrepreneurs as compared to male entrepreneurs in Delhi and India.
CHAPTER-6

Conclusion
& Suggestions
6.1 CONCLUSION

The present study has highlighted a specific section of women – the women entrepreneurs. Now, women have started taking entrepreneurship as a career and are using their knowledge and skills to make their business a successful one. Most of them have family responsibilities which they also have to take care of. This study has thrown light on their business condition, attitude towards business, their operating sectors and industries, their performance, role in generating employment and the problems faced by them in business growth. And all these factors have been studied by comparing with their male counterparts. Through this comparative study about male and female entrepreneurs of Delhi and India, the researcher has found the following important facts:

- Female owned enterprises are smaller in size as compared to male owned enterprises in India.
- Majority of male entrepreneurs either own small size firms or large size firms and majority of female entrepreneurs own medium sized firms in Delhi.
- Male owned firms and female owned firms differ significantly in various sectors in India.
- Male entrepreneurs and female entrepreneurs in various sectors in Delhi do not differ to a greater extent.
- Percentage of female entrepreneurs is less than that of male entrepreneurs in service sector and construction sector in India.
- Percentage of male entrepreneurs is more in manufacturing sector in Delhi.
- Female entrepreneurs are more in service sector as compared to male entrepreneurs in Delhi.
- Male owned firms and female owned firms differ significantly in various industries in India.
- There is no significant difference in male owned firms and female owned firms in various industries in Delhi.
- Percentage of male entrepreneurs is more in industries like construction, wood and furniture, paper and retail and wholesale trade in India.
• Percentage of female entrepreneurs is more in industries like textile, leather, garments, agroindustry, food etc. in India.

• Percentage of female entrepreneurs operating in retail and wholesale, textile industry in Delhi is more than that of male entrepreneurs.

• In Delhi as well as in India, percentage of women entrepreneurs who has developed new product in last three years is more than the male entrepreneurs.

• Percentage of women entrepreneurs in Delhi and India who has upgraded existing product line in last three years is more than the male entrepreneurs.

• Female entrepreneurs reinvest lesser percentage of profit than male entrepreneurs in Delhi and also in India.

• Expenditure on Research and Development for male entrepreneurs is more than that of female entrepreneurs in Delhi and India.

• Expenditure by female entrepreneurs is more on new machinery and equipment in India.

• Expenditure by male entrepreneurs is more on new machinery and equipment in Delhi

• Percentage of women entrepreneurs who has introduced new technology is more in India and less in Delhi than that of male entrepreneurs

• More women entrepreneurs in Delhi as well as in India use e-mail and website to remain connected with their customers and suppliers.

• More female owned firms run at optimal level in Delhi and India.

• Male owned firms of India and also of Delhi sells greater percentage of their produce in domestic market as compared to female owned firms of India.

• Female entrepreneurs export more percentage of their produce indirectly as compared to male entrepreneurs in India.

• Firms that have number of permanent employees ranging from 100 to 1000, the percentage of female owned firms are more of such firms than that of male owned firms in India.

• Permanent employees are more and temporary employees are less in female owned firms in Delhi.
- Percentage of female entrepreneurs is more than that of male entrepreneurs for the firms in which the temporary employees is more than 300 in India.

- There is significant difference between male and female entrepreneurs in India in facing general constraint in business.

- Female entrepreneurs are facing more obstacles in terms of general constraints in doing business than male entrepreneurs in Delhi and India.

- Female are facing more problem with regulatory constraints in running their business in Delhi and India.

- No significant difference is found in India between male and female entrepreneurs regarding cost of doing business in India.

- For female entrepreneurs cost of doing business is a moderate obstacle while for male entrepreneurs cost of doing business is a minor obstacle in Delhi.

- Facility of transport, telecommunication and electricity are available in India without any gender discrimination.

- In Delhi, facility of transport, telecommunication and electricity is a bigger obstacle for female entrepreneurs.

Facts from the analysis done reveal that women are making progress in the field of business in Delhi as well as in India. Women as an entrepreneur is increasing more rapidly in those industries and sectors where business initiative do not require much capital, can be easily managed and involves less risk. Most of the female owned enterprises are small and medium enterprises and such enterprises require more labours as the production process is labour oriented in them. Therefore, female owned firms are creating much employment opportunities in Delhi as well as in India. Female operated business are proving to be good players in the field of business as they are more innovative, majority of them are adopting new technologies and are managing their business operations at optimum level. They are also proving to be the earner of foreign exchange for the country by selling their produce in the foreign market. As the results of the analysis done for the study shows, the percentage of sales that is exported by female owned firms is more than that of male owned firms.
Beside all these positivity there are numerous hurdles which slowdown the pace of growth for female entrepreneurs. For women entrepreneurs most of the business environment constraints like macroeconomic instability, legal system, anti-competitive practices, licensing, crime, skills of available workers, corruption, tax, finance, transport etc. is a greater obstacle as compared to their male counterparts.

So women entrepreneurs is playing a significant role in employment generation and economic development of the country and the need of the hour is that their obstacles must be reduced to minimum by the positive contribution of their husband, family, government and non-government organizations.

6.2 SUGGESTIONS

- Women should be taken as target group in different developmental program that are initiated on the part of government.
- Government should take initiative to raise the literacy rate of women and particularly of women entrepreneurs so that they can become aware of opportunities in the business world and can have better market linkages.
- Management skills should be developed in women through training program initiation by the government to make them more efficient in running their business.
- Women are not able to provide collateral for accessing finance from any financial or banking institution. So financing institutions should reduce the amount of collateral for women on a particular maximum amount or should reduce the margin requirements so that they can increase their production and can extend the size of their firm.
- Proper child care units should be developed in the country so that women can invest more time in managing their business.
- Government should create such centers where seminars, meetings related to entrepreneurship can be held and which also provides web based information to women entrepreneurs.
• Women entrepreneurs should be given tax rebate by the government to promote the business extension and productivity increment for the existing women entrepreneurs.

• The complex legal work in acquiring export license should be made simple by the government so that women can export their produce directly to foreign clients.

• Women entrepreneurial network should be developed so that they can use it as a tool for their development.

• Women’s right in society should be focused and improved so that they can have better work possibilities and women start turning into entrepreneurs due to pull factors instead of push factors.

• Safety measures should be developed by the government to protect women entrepreneurs from crime and anti-competitive practices.

• Reserve bank of India should make monetary policy by focusing on the need of finance by female entrepreneurs.

• Government should make direct channels to deliver the product produced by women entrepreneurs in market so that the middleman who takes away the profit share from women entrepreneurs gets eliminated.

• Interaction with successful entrepreneurs should be made to inculcate knowledge and to get experiences from them and this facility should be made available to women entrepreneurs on the part of government.

• Government should start more schemes for women entrepreneurs motivation so that the existing one gets benefitted by them and the other women get attracted to involve in small and medium enterprises.

6.3 RECOMMENDATIONS FOR FUTURE STUDY

• More case studies should be done in this area to get a clearer picture of women entrepreneurs of the country.

• Similar study can be done for other states of India.
• Comparative studies can be done between women entrepreneurs of different states.
• Studies regarding other aspects of business can be done to highlight other problems faced by women entrepreneurs.
• Similar studies can be done for women engaged in other type businesses.
• Studies can be undertaken on the factors which motivate females to turn entrepreneurs.
• Studies can be done to analyze the role of government in promoting women entrepreneurs.
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Appendices
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Date: 10/07/2014

Sub: Acceptance of Research Paper

Sir,

Your paper entitled "A Study of Women Entrepreneurship Development in India" has been accepted to publish in International Journal of Commerce & Social Sciences (ISSN: 2231-5888) July-Dec.- 2014. After publication a specimen copy will be sent to you.

Dr. G.K. Sinha  
Managing Editor-IJCSS
A Study of Women Entrepreneurship Development in India

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Abstract

Entrepreneurship among women has been a recent concern, the past few years have seen the emergence of a generation of women in India who are propelling the country to reach new heights in economy, politics, philosophy, arts and environmental development. There is an emerging belief that women make better entrepreneurs. Whether they make better entrepreneurs than men is a tough call. What we do know from various studies is that women-owned business is on the increase. The study is aim at analyzing the progress made by the women entrepreneurship in India, what is its present position. Highlighting the governmental role and policies for women entrepreneurs since the beginning of Five Year plan processions and suggesting the remedial measures to improve the status of women entrepreneurs in a country. The study is drawn on the desktop information based on secondary data. The effort has been made to access the present status of women entrepreneurs in India, their participation and contribution in the overall development of a nation. The study is also focusing the problems and prospects of women entrepreneurs leading to suggesting policy measures to develop women entrepreneurs and its impact on the economic development of the country. And the present remarkable contribution by the existing women entrepreneurs which brought the influential change in the overall mind set of people and economy as a whole.

Keywords: entrepreneurship, women entrepreneurs, development, economy, India.
"You can tell the condition of a nation by looking at the status of its women"

- Jawaharlal Nehru.

INTRODUCTION

"To awaken people, it is the women who must be awakened. Once she is on the move, the family moves, the village moves and the nation moves".

Entrepreneurship among women has been a recent concern, the past few years have seen the emergence of a generation of women in India who are propelling the country to reach new heights in economy, politics, philosophy, arts and environmental development. Today women want their voice must be heard as leaders to employees and as a manager of the enterprise to the outside business environment. The women Entrepreneurship development should be at a top ranking place because historically initiation and sustenance of economic development have always dependent upon the women entrepreneurs. Women's Entrepreneurship is an important contributor to economic development, wealth creation and innovation around the world.

There is an emerging belief that women make better entrepreneurs. Whether they make better entrepreneurs than men is a tough call. What we do know from various studies is that women-owned business is on the increase. We know that women tend to launch service-based businesses. And while the number of women-owned businesses has been on the increase for more than a decade, the receipts from women-owned businesses falls far short of receipts from men-owned businesses.

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 & economic status in the society. They span generations and are there in every field, From Tractors to television, from biscuits to banking, from HR to hospitals. Denied entry into a male bastion, they create another industry like Kiran Mazumdar Shaw of Biocon. According to her, hard work, commitment and caring in word and deed helps people overcome obstacles.
Entrepreneurship of women is of paramount importance to political thinkers, social scientists and reformers. The Self Help Groups (SHGs) have paved the way for economic independence of rural women. The members of SHGs are involved in Micro-Entrepreneurships. Through that, they are becoming economically independent and providing employment opportunities to others. “Women Entrepreneur”, in a larger sense, therefore is a woman who accepts challenging role to meet her personal needs and become economically self-sufficient. They are moved by a strong desire to do something economically gainful that will bring “value addition” to their both family and social life.

MEANING AND DEFINITIONS
Women entrepreneur is a person who accepts challenging role to meet her personal need and become economically independent. There are economic, social, religious, cultural and other factors existing in the society which responsible for the emergency of the entrepreneurs.

“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”.

The Government of India has defined a women entrepreneur is “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”.

LITERATURE REVIEW
Goheer Nabeel A. (2003) findings reveal that the rate of business start-up among women has increased considerably in the last decade. A majority of the surveyed sample consisted of women entrepreneurs who were housewives, employed or students before starting their businesses. This suggests that an opportunity exists to tap the potential of would-be women entrepreneurs in these three groups.

Ghosh, Piyali, Cheruvalath and Reena (2007) suggested that female entrepreneurs are increasingly being considered to be an important catalyst for economic growth and development in India, as they are contributing substantially to employment generation.
Some solutions to improve their performance include, giving them proper training, developing an entrepreneurial attitude in them, 'attributional augmenting', understanding their entrepreneurial motivation, and, most importantly, removing the discriminating social customs imposed on them.

Shastri Rajesh Kumar and Sinha Avanika (2010) in the Study conducted on Allahabad district of Uttar Pradesh had concluded that the major issues for consideration are to make definite improvement in the conditions of women entrepreneurs. This can only be done if they are given proper training by some managerial organizations to excel in the field of entrepreneurship. They should be encouraged and supported financially as well as socially comprising of families, society and the government.

Mitchell Lesa (2011) research has shown that startups, especially high-growth startups, are the keys to job creation and leadership in new industries. With nearly half of the workforce and more than half of our college students now being women, their lag in building high-growth firms has become a major economic deficit. The nation has fewer jobs—and less strength in emerging industries—than it could if women’s entrepreneurship were on par with men’s. Women capable of starting growth companies may well be our greatest under-utilized economic resource.

Tambunan Tulus (2009) reported that in Asian developing countries, as in any other part of the world, though the entrepreneurial process is the same for men and women, there are however, in practice, many problems faced by women, which are of different dimensions and magnitudes, which prevent them from realizing their full potential as entrepreneurs. Entrepreneurship by definition implies being in control of one’s life and activities. It is precisely this independence that societies in the region have denied women.

Lathwal Shruti (2011) studied that Women entrepreneurs enter business predominantly to keep busy. Although their initial motivation is low, they tend to become high achievers once they get really involved. The figures clearly indicates that despite the common belief that joint families would be more supportive to women who want to branch off on their own and enter business, we find that it is the nuclear family which has produced
more entrepreneurs. This may be due to the fact that in nuclear setup, the woman has an equal say and is more open to new ideas; also it is easier to convince only one person in the family.

OBJECTIVES OF THE STUDY

1. To examine the progress of Women Entrepreneurship in India.
2. To study the present position of Women Entrepreneurship in Indian Economy.
3. To study the Problems of Women Entrepreneurship in Indian Economy.
4. To examine the governmental role and policies important for the promotion of women entrepreneurs
5. To suggest different remedial measures that can help in accelerating women entrepreneurship.

METHODOLOGY OF STUDY

The study is mainly based on secondary data taken from the reputed Published Research Papers and Sources like Economic Survey, various books and websites on Internet.

CHARACTERISTICS OF WOMEN ENTREPRENEURS IN INDIA

"Entrepreneur is basically an innovator and innovator is one who introduces new combinations."

1) The dominant predictors of success in case of women entrepreneurs are work experience and years of self-employment.
2) Women view their businesses as a cooperative network of relationships rather than as a distinct profit-generating entity.
3) Their management styles emphasizes open communication and participative decision-making, and their business goals reflect a concern for the community in which the business operates.
4) The majority of women business owners operate enterprises in the service sectors, whereas the majority of male business owners operate enterprises in non-service sectors, particularly manufacturing.
5) Women are not only achieving economic independence and wealth creation for themselves, but through job creation, they are also providing opportunities for others, particularly for other women.

6) A series of researches have shown that the workforce of women-owned businesses tend to be more gender balanced than the workforce of men-owned businesses, although women business owners are more likely to hire women.

TYPES OF WOMEN ENTREPRENEURS IN INDIA

- Women entrepreneurs in organized & unorganized sector
- Women entrepreneurs in traditional & modern industries
- Women entrepreneurs in urban & rural areas
- Women entrepreneurs in large scale and small scale industries.
- Single women and joint venture entrepreneurs.

CATEGORIZATION OF WOMEN ENTREPRENEURS IN INDIA

Category-I

- Established in big cities
- Having higher level technical & professional qualifications
- Non-traditional Items
- Sound financial positions

Category-II

- Established in cities and towns
- Having sufficient education
- Both traditional and non-traditional items
- Undertaking women services-kindergarten, crèches, beauty parlors, health clinic etc.
Category-III

- Illiterate women
- Financially week
- Involved in family business such as Agriculture, Horticulture, Animal Husbandry, Dairy, Fisheries, Agro Forestry, Handloom, Power loom etc.

Percentage Distribution of Enterprises by Gender of Owner in Rural and Urban Areas

<table>
<thead>
<tr>
<th></th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>15.27</td>
<td>84.73</td>
</tr>
<tr>
<td>Urban</td>
<td>12.45</td>
<td>87.55</td>
</tr>
<tr>
<td>All</td>
<td>13.72</td>
<td>86.28</td>
</tr>
</tbody>
</table>


The above study shows that male owned businesses are more than female owned businesses in rural as well as urban India. The percentage of women entrepreneur is slightly higher in rural area as compared to urban area.

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 Mandalas 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 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 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 1 per 1000 live births.
  (4) Reduce malnutrition among children of age group 0–3 to half its present level.
  (5) Reduce anemia among women and girls by 50% by the end of the Eleventh Plan.
  (6) Reduce dropout rate for primary and secondary schooling by 10% for both girls as well as boys.
PROBLEMS OF WOMEN ENTREPRENEURSHIP IN INDIA

1. Absence of Definite Agenda of Life
The educated women do not want to limit their lives in the four walls of the house. The educated women demand equal opportunity and greater respect from their partners as well as from society and they are struggling for equal opportunities and respect from their partners as well as from society in India. However, some women with a definite agenda acquired good positions in the business world in India like Indra Nooyi (CEO of PepsiCo); Dr. Kiran Mazumdar-Shaw (Chairman & Managing Director of Biocon Ltd.) etc. Yet, in rural India, most of the women are either illiterate or semi-literate and they have not a proper idea of self-esteem and self-respect. Therefore, the question that immediately arises is how they can try to get self-respect and have a definite agenda in order to acquire good positions in society.

2. Absence of Balance between Family and Career Obligations
As Indians, most of the women are very serious about family obligations but they do not equally focus on career obligations. Indian women devote their lives to take care of their family members but they are not concerned with their self-development. Many women have excellent entrepreneurial abilities but they are not using their abilities to create additional income sources for their families, which would go hand in hand with boosting their self-reliance. Sometimes they are not even aware of the concept of self-reliance. Moreover the business success depends on the support the family members, extends to women, in the business process and management.

3. Poor Degree of Financial Freedom
In Indian families, the degree of financial freedom for women is very poor, especially in lower educated families and rural families. In these families women can’t take any entrepreneurial decision without the consideration of the family members as well as considering social ethics and traditions. Due to the financial
dependency, a woman can’t start any business or any economic activity to become independent. Therefore, this has become a vicious circle of dependency for women in India.

4. No Direct Ownership of the Property
No doubt, the right of property is given as a legal provision in India, but it raises one of the most important questions regarding the right to property for women. There are very few women having on paper the right of property because, firstly, they are not aware of this right. They only become aware when problems are created in their families due to family disputes. Otherwise, women are not enjoying their right of property, being treated as second-class citizens, which keeps them in a "pervasive cycle of poverty".

5. Paradox of Entrepreneurial Skill & Finance
There is paradox of "have and haven’t" skills of entrepreneurship in Indian women belonging to economically poor and rich families. Women belonging to economically rich families have the capital support but they may not have good entrepreneurial skills, therefore outsourcing the activities. At the opposite side of society, many women from economically poor families have consistent entrepreneurial skills, but they have not any financial support from their families. We therefore believe that the problems of women entrepreneurship are hanging in the trap of this paradox.

6. No Awareness about Capacities
An increasing level of education should create awareness regarding an individual’s capacities. But, unfortunately, our educational system has not succeeded in creating awareness about woman’s capacities and their hidden powers to handle economic activities. According to Shruti Lathwal (2011), India faces an increase in the education level of women and an increased social awareness as to the role women play in society, but this is not a widely acceptable truth because it applies only in urban India and not in rural India too. Urban
environment is favourable to identifying and creating awareness regarding women's self-capabilities. However, in the rural area this type of attitude has not developed yet.

7. **Low Ability to Bear Risk**
A woman is taught to depend on the male members of her family from birth. She is not allowed to take any type of risk even if she is willing to take it and has ability to bear it as well. However, this is not entirely true because many great women proved that they have risk bearing capacities and attitude to take risks in entrepreneurial activities. They have become aware of their rights and potential situations and therefore entered different fields of businesses. However, most of the women are not performing entrepreneurial activities because they are not having the proper capacities. Therefore, we should try to make them aware of their risk bearing capacities.

8. **Problems of Work with Male Workers**
Many women have good business skills but they do not want to work with male workers and sometimes male workers are not ready to work with women entrepreneurs. According to Shruti Lathwal, 2011, most of women entrepreneurs argued that semi-educated or uneducated class of workers cannot visualize a "female boss" in their field of work.

9. **Negligence by Financial Institutions**
Banks and financial institutions are important financiers of entrepreneurs in developing countries because small and medium size firm operators are not borrowing from the capital market. But these banks and financial institutions are not ready to provide credit to women entrepreneurs because of their traditional mind set. They think that, this may become cause of nonperforming asset in future. However, according to a report by the United Nations Industrial Development Organization (UNIDO), "despite evidence that woman's loan
repayment rates are higher than men's, women still face more difficulties in obtaining credit".

10. Lack of Self-Confidence
A strong mental outlook and an optimistic attitude amongst women create a fear of committing mistakes while doing their work. Members and the society are not willing to stand by women with entrepreneurial development potential. In such a situation women should develop their self-confidence to handle this type of barriers, in spite of the fact that Indian women prefer a protected life to the development of their self-confidence. They are neither mentally nor economically self-reliant. Therefore, we should try to develop their confidence through moral support from society and family members.

11. Lack of Professional Education
The educational level and professional skills also influence women participation in the field of enterprise. We are providing education to the women but not providing professional education. If we look in the professional schools we find that there is a very few number of women students. If we analyze rural - urban ratio of enrolled women in professional education we realize that there are very few rural female students enrolled in this type of education. Even parents are not ready to send their daughters for undergoing professional education. Sometimes it happens, however, that many women taking the training by attending the entrepreneurial development programme do not have an entrepreneurial bent of mind.

12. Mobility Constraints
According to Ghani et al. (2011) mobility is one of the important problems in women entrepreneurial development. They are not ready to leave their place for business activities and prefer staying only in their residential areas. These traits are important as entrepreneurs tend to start their businesses in their current local
area and are thus disproportionately found in their region of birth (Dahl and Sorenson 2007).

13. Lack of Interaction with Successful Entrepreneurs

Lack of interaction with successful entrepreneurs is also one of the problems in women entrepreneurship in India. Successful entrepreneurs always play the role of model in the society for women who have the ability of entrepreneurial activities and lead to undertaking economic activities to prove their ability. But unfortunately there is no sufficient provision of such type of interaction to inculcate knowledge and provide experiences of successful women entrepreneurs. Many economists argue that this is a main obstacle in the growth of women entrepreneurship.

HOW TO DEVELOP WOMEN ENTREPRENEURS?

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

1. Consider women as specific target group for all developmental programmers.
2. Better educational facilities and schemes should be extended to women folk from government part.
3. Adequate training programmed on management skills to be provided to women community.
4. Encourage women's participation in decision-making.
5. Vocational training to be extended to women community that enables them to understand the production process and production management.
6. Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
7. Training on professional competence and leadership skill to be extended to women entrepreneurs.
8. Training and counseling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self-confidence and fear of success.
9. Counseling through the aid of committed NGOs, psychologists, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.
10. Continuous monitoring and improvement of training programmers.
11. Activities in which women are trained should focus on their marketability and profitability.
12. Making provision of marketing and sales assistance from government part.
13. To encourage more passive women entrepreneurs the Women training programmed should be organized that taught to recognize her own psychological needs and express them.

**WOMEN STARTING THEIR OWN VENTURES GLOBALLY**

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>PERCENTAGE (%)</th>
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<td>14.2</td>
</tr>
<tr>
<td>India (1980-81)</td>
<td>19.7</td>
</tr>
<tr>
<td>India (1990-91)</td>
<td>22.3</td>
</tr>
<tr>
<td>India (2010-11)</td>
<td>31.6</td>
</tr>
<tr>
<td>USA</td>
<td>45</td>
</tr>
<tr>
<td>UK</td>
<td>43</td>
</tr>
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<td>Canada</td>
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<tr>
<td>France</td>
<td>38</td>
</tr>
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<td>Sri Lanka</td>
<td>35</td>
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</tbody>
</table>


The above data shows that the percentage of women entrepreneurs in India have increased overtime but their percentage is quite less than that of other countries. In 2010-11, 31.6% women were running their ventures in India while in USA & UK, 45% and 43% of ventures are run by women respectively.
TOP TEN WOMEN ENTREPRENEURS IN INDIA

1. Indra Nooyi
   Indra Nooyi is the current chairman and CFO of the second largest food and
   beverage business, PepsiCo.

2. Naina Lal Kidwai
   Naina Lal Kidwai is presently the Group General Manager and Country Head of
   HSBC India.

3. Kiran Mazumdar Shaw
   Kiran is the founder Chairman and Managing Director (CMD) of Biocon Limited.

4. Chanda Kocher
   Chanda Kocher is currently the MD & CEO of India’s largest private bank ICICI
   Bank.

5. Indu Jain
   Indu Jain used to be the chairperson of India’s largest and most powerful media
   house – The Times Group.

6. Simone Tata
   Chairperson (Former), Lakme Chairperson (Present), Trent Limited.

7. Neelam Dhawan
   A woman with ‘never-say-die’ spirit, Neelam Dhawan is presently the Managing
   Director of Hewlett-Packard (HP), India.

8. Sulajjia Firodia Motwani
   Motwani is the Joint Managing Director of Kinetic Motors.

9. Priya Paul
   Priya Paul is Chairperson of Apeejay Park Hotels, Delhi.

10. Mallika Srinivasan
    Director, TAFE (Tractor and Farm Equipment).

Source: www.indiatvnews.com
SCHEMES FOR WOMEN ENTREPRENEURS

1. Seed Capital Scheme
2. National Equity Fund
3. Prime Minister's Employment Guarantee Scheme
4. Single Window Scheme.
5. Bank Schemes for Women Entrepreneur
6. Mahila Artik Vikas Mahamandal

DETAILS OF WOMEN ENTREPRENEUR ASSOCIATIONS IN INDIA

1. Federation of Indian Women Entrepreneurs (FIWE)
2. Consortium of Women Entrepreneurs (CWEI)
3. Association of Lady Entrepreneurs of Andhra Pradesh
4. Association of Women Entrepreneurs of Karnataka (AWAKE)
5. Self-Employed Women's Association (SEWA)
6. Women Entrepreneurs Promotion Association (WEPA)
7. The Marketing Organisation of Women Enterprises (MOOWES)
8. Bihar Mahila Udyog SanghBihar Mahila Udyog Sangh
9. Mahakaushal Association of Woman Entrepreneurs (MAWE)
10. SAARC Chamber Women Entrepreneurship Council
11. Women Entrepreneurs Association of Tamil Nadu (WEAT)
12. Tie Stree Shakti (TSS)

ROLE OF WOMEN ENTREPRENEURS IN INDIAN ECONOMY

"Women constitute about half of our population, and until they are empowered, we will have an unfinished task on hands. Real development cannot take root if it bypasses women, who represent the very pivot around which social change takes shape."

— Pratibha Patil, President of India

Increasingly, the government and the private sector in India recognize that integrating women more fully into business and economic development processes is essential for the country's economic success. In the past, these efforts have focused on the poorest women and "womenspecific" platforms.
Contrary to common perception, a large percentage of women in India work. National data collection agencies accept that statistics seriously understate women’s contribution as workers. However, there are far fewer women than men in the paid workforce. In urban India, women participate in the workforce in impressive numbers. For example, in the software industry 30% of the workforce is female. In the workplace women enjoy parity with their male counterparts in terms of wages and roles.

In rural India in the agriculture and allied industrial sectors, females account for as much as 89.5% of the labour force. In overall farm production, women’s average contribution is estimated at 55% to 66% of the total labour. According to a 1991 World Bank report, women accounted for 94% of total employment in dairy production in India. Women constitute 51% of the total employed in forest-based small-scale enterprises.

### Women entrepreneurship in India 2008-09

<table>
<thead>
<tr>
<th>States</th>
<th>No. of Units Registered</th>
<th>No. of Women Entrepreneurs</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tamil Nadu</td>
<td>9618</td>
<td>2930</td>
<td>30.36</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>7980</td>
<td>3180</td>
<td>39.84</td>
</tr>
<tr>
<td>Kerala</td>
<td>5487</td>
<td>2135</td>
<td>38.91</td>
</tr>
<tr>
<td>Punjab</td>
<td>4791</td>
<td>1618</td>
<td>33.77</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>4339</td>
<td>1394</td>
<td>32.12</td>
</tr>
<tr>
<td>Gujarat</td>
<td>3872</td>
<td>1538</td>
<td>39.72</td>
</tr>
<tr>
<td>Karnataka</td>
<td>3822</td>
<td>1025</td>
<td>26.84</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>2967</td>
<td>842</td>
<td>28.38</td>
</tr>
<tr>
<td>Other States &amp; UTS</td>
<td>14576</td>
<td>4185</td>
<td>28.71</td>
</tr>
</tbody>
</table>


The human sex ratio, according to the 2011 census, is 940 females per 1,000 males. This ratio shows that the females are slightly less than the males in India but the above data shows a significant gap between the percentages of enterprises that are owned by females to the number of enterprises that are owned by males in different states of India. According to the above data highest percent of units are recorded in Uttar Pradesh (39.84) and the lowest in Karnataka (26.84). So there is a huge number of non-working females in India who can be turned to entrepreneurs.

Historically, the government has emphasized microenterprise development as an effective strategy to support women’s economic participation. More recently, other
options such as training centers and business development support services for women entrepreneurs have emerged. The Small Industries Development Bank of India, established in 1990 to advance small-scale industry, is now promoting entrepreneurial training programs for women in more than 20 states nationwide. Recent government industrial policy also emphasizes the need to promote women's entrepreneurship in small-scale industries. The export sector is another area receiving attention, with the Trade Related Entrepreneurship Assistance and Development scheme beginning to focus on women.

CONCLUSION
The contemporary entrepreneurial scenario specifically considering women entrepreneurship in India, is consistently attempting drastic change in the development of India. Women entrepreneurs is getting more and more prevalence which was only confined to the male perverse, in lieu of the traditional societal formation where entrepreneurial ability had been isolated to male characteristics domain. No doubt the changing phase of entrepreneurship to women population in the recent decades made a significant impact in raising the overall economic wealth, but this ratio is very less. Some remarkable examples of women entrepreneurship in India led to bring the women in the forefront and taking up entrepreneurship as a career. Although, government has provided various schemes and programs related to this issue, still they have to go long way. Because the results are vividly signifying that women do have the capabilities and traits in their thinking and personality but sometimes family burden, less information, lack of awareness, lack of accessibility to market, financial constraints etc. are letting them to step back. The urgent need is to develop some awareness program regarding the prevailing opportunities and initiatives by the government. Nevertheless, Women constituting half of the population and their contribution are definitely bringing the tremendous change in the growth of the economy. The major drawbacks and loophole is the lack of skills, capabilities, traits and entrepreneurial qualities among women due to certain reasons i.e. accessibility, education, societal set up etc. which hinders them to explore the global trend of business and competence. On the other hand government must take this issue on the priority and must understand that it will be proven as a boon for an
economy in the long run and will boost the growth and development of a country as a whole including standard of living, increment of GDP, Increase in per capita income and from bird view eyes strengthening the global market competition. All these elucidation is giving the idea that women has potential to enlighten entrepreneurs but the need is to look after the associated issues at the governmental and societal level which are creating halt for them and their contribution as a women entrepreneur will increase the national productivity and the overall development of a nation.

REFERENCES


15. www.indiatvnews.com

Productivity and the Investment Climate
Private Enterprise Survey

The purpose of this survey is to better understand conditions in the local investment climate and how they affect firm-level productivity. The goal is to advise government on ways to change policies that hinder private establishments like yours and to develop new policies and programs that support productivity growth. Your answers should reflect your own experience of doing business in your country. Please note that the information obtained here will be treated strictly confidentially. Neither your name nor the name of your firm will be used in any document based on this survey.

GENERAL INFORMATION

Note: Questions 1 through 6 apply to your entire firm, including all its establishments (factories, stores and/or service outlets).

1. In what year did your firm begin operations in this country? ___c201___

2. What is the current legal status of your firm? ___c202___
   - Publicly listed company = 1
   - Private held, limited company = 2
   - Cooperative = 3
   - Sole proprietorship = 4
   - Partnership = 5
   - Other (specify: ___c202x___) = 6

3. What percentage of your firm is owned by: Private Sector: a) domestic ___c203a___ %
   b) foreign ___c203b___ %
   Government/State ___c203c___ %
   Other ___c203d___ %
   (100)

4. Was your firm previously owned by the government (the state)? Yes = 1 No = 2
   If yes, when was it privatized? ___c2041___ ___c2042___ (year)

5. a) What percentage of your firm is owned by the largest shareholder or owner? ___c205a___ %
   b) Which of the following best describes the largest shareholder or owner in your firm?
   1. Individual ___c205b1___ (multiple answers acceptable)
   2. Family ___c205b2___
   3. Domestic company ___c205b3___
   4. Foreign company ___c205b4___
   5. Bank ___c205b5___
   6. Investment fund ___c205b6___
   7. Managers of the firm ___c205b7___
   8. Employees of the firm ___c205b8___
   9. Government or government agency ___c205b9___
   10. Other (Specify) ___c205bx___ ___c205b10___

   If the largest shareholder is an individual (or family member):
   c) Is this principal owner also the manager/director? Yes = 1 No = 2
   d) Is the principal owner male? Yes = 1 No = 2

6. a. How many establishments (separate operating facilities) does your firm have in this country? ___c206a___
   b. Does your firm have holdings or operations in other countries? Yes = 1 No = 2
NOTE: For the remainder of this survey, please answer with respect to this establishment (factory, store or service outlet).

7. Where are this establishment and your headquarters located in this country? (name of city)
   (Enumerators, Please code as follows: 1=Capital City; 2=Other city of over 1 million population; 3=City of 250,000-1 million; 4=City of 50,000-250,000; 5=Town or Location with less than 50,000 population)
   This establishment ______ c2071 ______ Headquarters (if different) ______ c2072 ______

8. What is your main product line? (show lists) ______ c208 ______

9. a. Do you have other income generating activities beyond these main business lines? ______ c209a ______ YES=1 NO=2
   b. If YES, what percent of your workers time is accounted for by:
      a. Manufacturing: specify main line of business (e.g. textiles) ______ c209bx ______ c209ba%
      b. Services: main service provided ______ c209bbx ______ (e.g. consulting, transportation): c209bb%
      c. Commerce (retail/wholesale trade): c209bc%
      d. Construction: c209bd%
      e. Other: (specify) ______ c209bx ______ c209be 100%

ALES AND SUPPLIES

10. a. Within your main product line, what share of the local market in your city or town is made up by the sales of your establishment? ______ c210a ______
    b. Within your main product line, what share of the national market is made up by the sales of your establishment? ______ c210b ______

11. a) What percent of your establishment's sales are:
    i) sold domestically ______ c211a1 ______
    ii) exported directly ______ c211a2 ______
    iii) exported indirectly (through a distributor) ______ c211a3 ______ 100%

    b) Approximately what percentage of your domestic sales are to:
    i) the government ______ c211b1 __%
    ii) state owned or controlled enterprise ______ c211b2 __%
    iii) multinationals located in your country ______ c211b3 __%
    iv) your parent company or affiliated subsidiaries ______ c211b4 __%
    v) large domestic firms (those with approximately 300 plus workers) ______ c211b5 __%
    vi) other (sales to small firms, individuals, etc.) ______ c211b6 __%

    c) If you export: i) what was the year your establishment first exported? ______ c211c1 ______ (year)
       ii) which countries are the biggest destinations for your exports?
           ______ c211c2x ______ ______ c211c3x ______ ______ c211c4x ______

12. a) What percent of your establishment's material inputs and supplies are:
    i) purchased from domestic sources ______ c2121 __%
    ii) imported directly ______ c2122 __%
    iii) imported indirectly (through a distributor) ______ c2123 __%
    TOTAL ______ c2124 ______ 100%

13. At the time you receive delivery of your most important input or supply, how many days of inventory do you typically have on hand? ______ c213 ______ days of inventory of main input
14. What percent of your purchased material inputs/supplies are of lower than agreed upon quality? __c214__ %

15. What percentage of sales in the last year were lost due to delivery delays from suppliers? __c215__ %

16. *(For the following questions, if respondent does not know the precise number, but knows it is more than 20, please code as “555”)*
   a. Over the last year, within your main product line, how many competitors do you have in the domestic market that are private domestic enterprises, state-owned enterprises or foreign-owned enterprises?
      Domestic Private Firms __c216a1__  State Owned Firms __c216a2__  Foreign Owned Firms __c216a3__
   b. Over the last year, within your main product line, how many suppliers of your main supply or input do you have that are private domestic enterprises, state-owned enterprises or foreign-owned enterprises?
      Domestic Private Firms __c216b1__  State Owned Firms __c216b2__  Foreign Owned Firms __c216b3__
   c. Over the last year, within your main product line, how many customers do you have that are private domestic enterprises, state-owned enterprises or foreign-owned enterprises?
      Domestic Private Firms __c216c1__  State Owned Firms __c216c2__  Foreign Owned Firms __c216c3__

   Note: In order to accommodate the case when the respondent has replied, that he or she does not know the precise number, but knows it is more than 20, we have created the categorical variables c216a1w-c216c3w, coded as follows:

<table>
<thead>
<tr>
<th>Competitors</th>
<th>Suppliers</th>
<th>Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>no</td>
<td>7</td>
</tr>
<tr>
<td>1</td>
<td>one</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>two</td>
<td>9</td>
</tr>
<tr>
<td>3</td>
<td>three</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>four</td>
<td>11</td>
</tr>
<tr>
<td>5</td>
<td>five</td>
<td>12</td>
</tr>
<tr>
<td>6</td>
<td>six</td>
<td>13</td>
</tr>
<tr>
<td>7</td>
<td>seven</td>
<td>14</td>
</tr>
<tr>
<td>8</td>
<td>eight</td>
<td>15</td>
</tr>
<tr>
<td>9</td>
<td>nine</td>
<td>16</td>
</tr>
<tr>
<td>10</td>
<td>ten</td>
<td>17</td>
</tr>
<tr>
<td>11</td>
<td>eleven</td>
<td>18</td>
</tr>
<tr>
<td>12</td>
<td>twelve</td>
<td>19</td>
</tr>
<tr>
<td>13</td>
<td>thirteen</td>
<td>20</td>
</tr>
<tr>
<td>14</td>
<td>fourteen</td>
<td>21</td>
</tr>
<tr>
<td>15</td>
<td>fifteen</td>
<td>22</td>
</tr>
<tr>
<td>16</td>
<td>sixteen</td>
<td>23</td>
</tr>
<tr>
<td>17</td>
<td>seventeen</td>
<td>24</td>
</tr>
<tr>
<td>18</td>
<td>eighteen</td>
<td>25</td>
</tr>
<tr>
<td>19</td>
<td>nineteen</td>
<td>26</td>
</tr>
<tr>
<td>20</td>
<td>twenty</td>
<td>27</td>
</tr>
<tr>
<td>21</td>
<td>more</td>
<td>28</td>
</tr>
</tbody>
</table>

17. Now I would like to ask you a hypothetical question. If you were to raise your prices of your main product line or main line of services 10% above their current level in the domestic market (after allowing for any inflation) which of the following would best describe the result assuming that your competitors maintained their current prices? __c217__ (select one of the options below).

   1. Our customers would continue to buy from us in the same quantities as now
   2. Our customers would continue to buy from us, but at slightly lower quantities
   3. Our customers would continue to buy from us, but at much lower quantities
   4. Our customers would stop buying from us.

VESTMEN CLIMATE CONSTRAINTS TO THE ESTABLISHMENT

18. Please tell us if any of the following issues are a problem for the operation and growth of your business. If an issue poses a problem, please judge its severity as an obstacle on a four-point scale where:

<table>
<thead>
<tr>
<th>No obstacle 1 = Minor obstacle 2 = Moderate obstacle 3 = Major obstacle 4 = Very Severe Obstacle</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Problem Degree of Obstacle</td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>. Telecommunications 0 1 2 3 4 c218a</td>
</tr>
<tr>
<td>. Electricity 0 1 2 3 4 c218b</td>
</tr>
<tr>
<td>. Transportation 0 1 2 3 4 c218c</td>
</tr>
<tr>
<td>. Access to Land 0 1 2 3 4 c218d</td>
</tr>
<tr>
<td>. Tax rates 0 1 2 3 4 c218e</td>
</tr>
<tr>
<td>. Tax administration 0 1 2 3 4 c218f</td>
</tr>
<tr>
<td>. Customs and Trade Regulations 0 1 2 3 4 c218g</td>
</tr>
<tr>
<td>. Labor Regulations 0 1 2 3 4 c218h</td>
</tr>
<tr>
<td>Skills and Education of Available Workers 0 1 2 3 4 c218i</td>
</tr>
</tbody>
</table>
19. During how many days last year did your establishment experience the following service interruptions, how long did they last, and what percent of your total sales value was lost last year due to:

<table>
<thead>
<tr>
<th>Service Interruption</th>
<th># Days</th>
<th>Ave. Duration</th>
<th>Lost Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power outages or surges from the public grid?</td>
<td>0</td>
<td>1 2 3 4 c219a</td>
<td>c219a3 % total sales</td>
</tr>
<tr>
<td>Insufficient water supply?</td>
<td>0</td>
<td>1 2 3 4 c219k</td>
<td>c219k3 % total sales</td>
</tr>
<tr>
<td>Unavailable mainline telephone service?</td>
<td>0</td>
<td>1 2 3 4 c219l</td>
<td>c219l3 % total sales</td>
</tr>
<tr>
<td>Transport failures?</td>
<td>0</td>
<td>1 2 3 4 c219m</td>
<td>c219m3 % total sales</td>
</tr>
</tbody>
</table>

* Please include losses due to lost production time from the outage, time needed to reset machines, and production of sales lost due to processes being interrupted.

20. a. What is your average cost of a kilowatt-hour (Kwh) of electricity from the public grid? __c220a__

b. Does your establishment own or share a generator? Yes = 1 No = 2

c. If YES, what percentage of your electricity comes from your own or a shared generator? __c220c__ %

d. If YES, what was the generator’s original cost to your establishment? LCU __c220d1__ Year __c220d2__

21. What share of your firm’s water supply do you get from:
   a. Municipal/public sources? __c221a__ %
   b. Your own well or a shared well? __c221b__ %
   c. Purchased from private vendors? __c221e__ %

22. What percentage of the value of your average cargo consignment is lost while in transit due to breakage, theft, or spoilage? __c222__ % of consignment value

23. What percent of your workforce regularly uses a computer in their jobs? __c223__ %

24. Does your enterprise regularly use e-mail or a website in its interactions with clients and suppliers?
   a. E-mail? __c224a__ I = Yes, 2 = No
   b. A website? __c224b__ I = Yes, 2 = No

25. a) Is your establishment/firm a member of a business association or chamber of commerce? __c225a__ YES NO
   b) If YES, for each of the following, please indicate if this is a service the business association or chamber that is most important to your firm provides, and if so, what the value of this service is to your firm.

<table>
<thead>
<tr>
<th>Service</th>
<th>Net Provided</th>
<th>Value to your firm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lobbying government</td>
<td>NP</td>
<td>0 1 2 3 4 c225ba</td>
</tr>
<tr>
<td>Resolution of disputes (with officials, workers or other firms)</td>
<td>NP</td>
<td>0 1 2 3 4 c225bb</td>
</tr>
<tr>
<td>Information and/or contacts on domestic product and input markets</td>
<td>NP</td>
<td>0 1 2 3 4 c225bc</td>
</tr>
<tr>
<td>Information and/or contacts on international product and input markets</td>
<td>NP</td>
<td>0 1 2 3 4 c225bd</td>
</tr>
<tr>
<td>Accrediting standards or quality of products; reputational benefits</td>
<td>NP</td>
<td>0 1 2 3 4 c225be</td>
</tr>
<tr>
<td>Information on government regulations</td>
<td>NP</td>
<td>0 1 2 3 4 c225bf</td>
</tr>
</tbody>
</table>
26. For each of the following business services, for your establishment over the last year, please assess whether it is affordable and evaluate the quality on a 1-4 scale where 1 is very poor and 4 is very good.

<table>
<thead>
<tr>
<th>Service</th>
<th>Affordable?</th>
<th>Quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Engineering</td>
<td>Yes</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>ii. Management consultants</td>
<td>Yes</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>iii. Marketing</td>
<td>Yes</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>iv. Accounting</td>
<td>Yes</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>v. Legal services</td>
<td>Yes</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>vii. Insurance</td>
<td>No</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>viii. IT services</td>
<td>Yes</td>
<td>1 2 3 4</td>
</tr>
</tbody>
</table>

27. Please identify the contribution over the last year of each of the following sources of financing for your establishment's: i) Working capital (i.e. inventories, accounts receivable and cash)
   ii) New Investments (i.e. new land, buildings, machinery and equipment)

<table>
<thead>
<tr>
<th>Source</th>
<th>Working Capital</th>
<th>New Investments</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Internal funds or Retained earnings</td>
<td><em>c227a1</em>_%</td>
<td><em>c227a2</em>_%</td>
</tr>
<tr>
<td>b. Local commercial banks (loan, overdraft)</td>
<td><em>c227b1</em>_%</td>
<td><em>c227b2</em>_%</td>
</tr>
<tr>
<td>c. Foreign owned commercial banks</td>
<td><em>c227c1</em>_%</td>
<td><em>c227c2</em>_%</td>
</tr>
<tr>
<td>d. Leasing arrangement</td>
<td><em>c227d1</em>_%</td>
<td><em>c227d2</em>_%</td>
</tr>
<tr>
<td>e. Investment Funds/Special Development Financing/Or Other State Services</td>
<td><em>c227e1</em>_%</td>
<td><em>c227e2</em>_%</td>
</tr>
<tr>
<td>f. Trade credit (supplier or customer credit)</td>
<td><em>c227f1</em>_%</td>
<td><em>c227f2</em>_%</td>
</tr>
<tr>
<td>g. Credit cards</td>
<td><em>c227g1</em>_%</td>
<td><em>c227g2</em>_%</td>
</tr>
<tr>
<td>h. Equity, sale of stock</td>
<td><em>c227h1</em>_%</td>
<td><em>c227h2</em>_%</td>
</tr>
<tr>
<td>i. Family, friends</td>
<td><em>c227i1</em>_%</td>
<td><em>c227i2</em>_%</td>
</tr>
<tr>
<td>j. Informal sources (e.g. money lender)</td>
<td><em>c227j1</em>_%</td>
<td><em>c227j2</em>_%</td>
</tr>
<tr>
<td>k. Other (specify source): <em>c227x</em>__</td>
<td><em>c227k1</em>_%</td>
<td><em>c227k2</em>_%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

28. Do you have an overdraft facility or line of credit? __c228__
   Yes=1 No=2

29. For the most recent loan or overdraft:
   a. When was this financing approved (year)? __c229a__
   b. Did the financing require collateral or a deposit? __c229b__ YES NO N/A (no loan)
   c. If yes, what was the collateral was:
      i) Land and buildings? __c229c1__
      ii) Machinery? __c229c2__
      iii) Intangible assets (accounts receivable, inventory)? __c229c3__
      iv) Personal assets of owner/manager (e.g. house)? __c229c4__
   d. What was the approximate value of collateral required as a percentage of the loan value? __c229d__%
   e. What is the loan's approximate annual cost/ rate of interest? __c229e__%
   f. What is the duration (term) of the loan? __c229f__ months

30. What share of your total borrowing (loans, accounts payable) is denominated in foreign currency? _c230_%

31. How long does it take to clear the following payments through your financial institution (i.e. until the recipient can draw the funds)?
   a) a check __c231a1__ Days Charge (% of transaction) or fee (LCU) __c231a2__ % __c231a3__
b) a domestic currency wire
   _c231b1_ _c231b2_ % _c231b3_

c) a foreign currency wire
   _c231c1_ _c231c2_ % _c231c3_

32. Does your establishment have its annual financial statement reviewed by an external auditor? __c232__ YES NO

33. Of the land and buildings occupied by this establishment, what percent is owned or leased/rented?
   
   Owner Leased or rented If leased/rented, av. contract length
   a. Land _c233a1_ % _c233a2_ % _c233a3_ months
   b. Buildings _c233b1_ % _c233b2_ % _c233b3_ months

34. How would you generally rate the efficiency of government in delivering services (e.g. public utilities, public transportation, security, education and health etc.). Would you rate it as \( (read 1-6) \)? \text{"c234"
   
   1. Very inefficient
   2. Inefficient
   3. Somewhat inefficient
   4. Somewhat efficient
   5. Efficient
   6. Very Efficient

35. "In general, government officials’ interpretations of regulations affecting my establishment are consistent and predictable." To what extent do you agree with this statement? Do you \( (read 1-6) \)? \text{"c235"
   
   1. Fully disagree
   2. Disagree in most cases
   3. Tend to disagree
   4. Tend to agree
   5. Agree in most cases
   6. Fully agree

36. a) If you import, what was the average and the longest number of days in the last year that it took from the time your goods arrived in their point of entry (e.g. port, airport) until the time you could claim them from customs?
   - \( _c236a1_ \) days on average
   - \( _c236a2_ \) days for the longest time in the last year
   NA (we don’t import)

   b) If you export, what was the average and the longest number of days in the last year that it took from the time your goods arrived in their point of exit (e.g. port, airport) until the time they clear customs?
   - \( _c236b1_ \) days on average
   - \( _c236b2_ \) days was the longest time in the last year
   NA (we don’t export)

37. If you could change the number of regular full-time workers you currently employ without any restrictions (i.e. without seeking permission, making severance payments etc.), what would be your optimal level of employment as a percent of your existing workforce? \( _c237_ \) %
   (e.g. 90% implies you would reduce your workforce by 10%, 110% means you want to expand by 10%)

38. In a typical week, what percentage of senior management's time is spent in dealing with requirements imposed by government regulations [e.g. taxes, customs, labor regulations, licensing and registration] including dealings with officials, completing forms, etc.? \( _c238_ \) %

39. We’ve heard that establishments are sometimes required to make gifts or informal payments to public officials to "get things done" with regard to customs, taxes, licenses, regulations, services etc. On average, what percent of annual sales value would such expenses cost a typical firm like yours? \( _c239_ \) %

40. Based on the experience of your establishment over the last two years, what is the actual delay experienced (from the day you applied to the day you received the service or approval) and was a gift or informal payment asked for or expected to obtain each of the following?
41. Recognizing the difficulties many enterprises face in fully complying with taxes and regulations, what percentage of total sales would you estimate the typical establishment in your area of activity reports for tax purposes?  ___c241__%  

42. On average, how many days last year were spent in inspections and mandatory meetings with officials of each of the following agencies in the context of regulation of your business? And what were the costs associated with these interactions?

<table>
<thead>
<tr>
<th>Agency</th>
<th>Total days spent in inspections, required meetings with officials</th>
<th>% by local authorities</th>
<th>Total Cost of Fines or seized goods</th>
<th>Was Gift or Informal Payment Ever Expected/Requested? Yes=1 No=2</th>
<th>If yes, value? (LCU)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rex Inspectorate</td>
<td>c242a1</td>
<td>c242b1</td>
<td>c242c1</td>
<td>c242d1</td>
<td>c242e1</td>
</tr>
<tr>
<td>labor and Social Security</td>
<td>c242a2</td>
<td>c242b2</td>
<td>c242c2</td>
<td>c242d2</td>
<td>c242e2</td>
</tr>
<tr>
<td>re and Building Safety</td>
<td>c242a3</td>
<td>c242b3</td>
<td>c242c3</td>
<td>c242d3</td>
<td>c242e3</td>
</tr>
<tr>
<td>Unitation/Epidemiology</td>
<td>c242a4</td>
<td>c242b4</td>
<td>c242c4</td>
<td>c242d4</td>
<td>c242e4</td>
</tr>
<tr>
<td>Municipal Police</td>
<td>c242a5</td>
<td>c242b5</td>
<td>c242c5</td>
<td>c242d5</td>
<td>c242e5</td>
</tr>
<tr>
<td>Environmental</td>
<td>c242a6</td>
<td>c242b6</td>
<td>c242c6</td>
<td>c242d6</td>
<td>c242e6</td>
</tr>
<tr>
<td>Total, all agencies</td>
<td>c242a7</td>
<td>c242b7</td>
<td>c242c7</td>
<td>c242d7</td>
<td>c242e7</td>
</tr>
</tbody>
</table>

43. When establishments in your industry do business with the government, how much of the contract value is typically expected in gifts or informal payments to secure the contract?  ___c243__%  

44. Think about national laws and regulations enacted in the last two years that have a substantial impact on your business:  
   a. Did your firm seek to lobby government or otherwise influence the content of laws or regulations affecting it?  ___c244a__ YES=1 NO=2  
   b. How much influence do you think the following groups actually had on recently enacted national laws and regulations that have a substantial impact on your business?:
     = No impact  1 = Minor influence  2 = Moderate influence  3 = Major influence  4 = Decisive influence  
     A= Not Applicable, DK=Don't know)  

<table>
<thead>
<tr>
<th>Degree of Influence</th>
<th>a. Your firm</th>
<th>b. Other domestic firms</th>
<th>c. Dominant firms or conglomerates in key sectors of the economy</th>
<th>d. Individuals or firms with close personal ties to political leaders</th>
<th>e. Foreign firms</th>
<th>f. Business associations</th>
<th>g. Labor unions</th>
<th>h. Organized crime</th>
<th>i. Regional or local government</th>
<th>j. Military</th>
<th>k. International development agencies or foreign governments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0 1 2 3 4</td>
<td>0 1 2 3 4</td>
<td>0 1 2 3 4</td>
<td>0 1 2 3 4</td>
<td>0 1 2 3 4</td>
<td>0 1 2 3 4</td>
<td>0 1 2 3 4</td>
<td>0 1 2 3 4</td>
<td>0 1 2 3 4</td>
<td>0 1 2 3 4</td>
<td>0 1 2 3 4</td>
</tr>
<tr>
<td></td>
<td>NA DK c244ba</td>
<td>NA DK c244bb</td>
<td>NA DK c244bc</td>
<td>NA DK c244bd</td>
<td>NA DK c244be</td>
<td>NA DK c244bf</td>
<td>NA DK c244bg</td>
<td>NA DK c244bb</td>
<td>NA DK c244bi</td>
<td>NA DK c244bj</td>
<td>NA DK c244bk</td>
</tr>
</tbody>
</table>
45. In many countries, firms are said to give unofficial, private payments or other benefits to public officials to gain advantages in the drafting of laws, decrees, regulations, and other binding government decisions. To what extent have the following practices had a direct impact on your business.

<table>
<thead>
<tr>
<th>Degree of Impact</th>
<th>1 = Minor impact</th>
<th>2 = Moderate impact</th>
<th>3 = Major impact</th>
<th>4 = Decisive Impact</th>
<th>NA = Not applicable</th>
<th>DK = Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Private payments or other benefits to Parliamentarians to affect their votes</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>NA</td>
</tr>
<tr>
<td>b) Private payments or other benefits to Government officials to affect the content of government decrees</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>NA</td>
</tr>
<tr>
<td>c) Private payments or other benefits to judges to affect the decisions of court cases</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>NA</td>
</tr>
<tr>
<td>d) Illegal contributions to political parties and/or election campaigns to affect the decisions of elected officials</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>NA</td>
</tr>
</tbody>
</table>

**ONFLICT RESOLUTION / LEGAL ENVIRONMENT**

46. "I am confident that the judicial system will enforce my contractual and property rights in business disputes." To what degree do you agree with this statement? Do you (read 1-6)?

1. Fully disagree
2. Disagree in most cases
3. Tend to disagree
4. Tend to agree
5. Agree in most cases
6. Fully agree

47. a) What percent of your establishment’s sales are pre-paid?
    b) What percent of your establishment’s sales are sold on credit (i.e. full payment is not due at the time of delivery)?
    c) What percent of your sales to private customers involve overdue payments?
    d) What percent of your sales to government agencies or state-owned enterprises involve overdue payments?
    e) How long does it typically take to resolve an overdue payment?
    f) Over the last 2 years, what percent of your establishment’s disputes over payments were resolved by court action?
    g) On average, how many weeks did those court cases take to resolve?

48. Please estimate your establishment’s costs (as a percent of its total sales) of providing:
    a) security (equipment, personnel, or professional security service)?
    b) protection payments (e.g. to organized crime to prevent violence)?

49. a) Please estimate the losses (as a percent of total sales) of theft, robbery, vandalism or arson against your establishment in the last year?
    b) What share of the incidents did you report to the police?
    c) Of these reported incidents, what share were solved (the perpetrator was caught, etc.)?
50. What was this establishment’s average capacity utilization over the last year? (Capacity utilization is the amount of output actually produced relative to the maximum amount that could be produced with your existing machinery and equipment and regular shifts.) ___c250___ %

51. How much have your sales changed (grown or declined) in each of the last 3 fiscal years? (Circle "+" for growth, "-" for decline.)
   3 years ago + - ___c2513y___ %
   2 years ago + - ___c2512y___ %
   1 year ago + - ___c2511y___ %

52. Approximately what share of net profits were re-invested in your establishment last year (that is, not distributed to owners or shareholders)? ___c252___ %

53. a) How many products does your establishment produce? ___c253a___
   b) How many new products (i.e. those that involve a significant change in the production process) has your establishment introduced in the last three years? ___c253b___

54. Does your establishment use technology licensed from a foreign-owned company? __c254__ YES NO

55. Right now, how many months ahead has the management of your enterprise planned its activities with regard to:
   a) product mix and target markets: ___c255a___ months
   b) human resources (employment and training): ___c255b___ months
   c) investments: ___c255c___ months

56. Thinking of your main product line or main line of services and comparing your production process with that of your closest competitor, which of the following best summarizes your position: __c256__ (select one)
   1. My firm’s technology is less advanced than that of its main competitor
   2. My firm’s technology is about the same as that of its main competitor
   3. My firm’s technology is more advanced than that of its main competitor

57. Has your firm received ISO (e.g. 9000, 9002 or 14,000) certification? __c257__ Yes=1 No=2

58. Has your company undertaken any of the following initiatives in the last three years?

<table>
<thead>
<tr>
<th>Undertaken</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Developed a major new product line</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>2. Upgraded an existing product line</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3. Introduced new technology that has substantially changed the way that the main product is produced</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>4. Discontinued at least one product (not production) line</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>5. Opened of new plant</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>6. Closed at least one existing plant or outlet</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>7. Agreed a new joint venture with foreign partner</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>8. Obtained a new licensing agreement</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>9. Outsourced a major production activity that was previously conducted in-house</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>10. Brought in-house of a major production activity that was previously outsourced</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>
59. Over the last two years, what were the leading ways in which your establishment acquired technological innovations? Please identify which of the following is (read 1 through 12):

i) the most important?  c2591
ii) the second most important?  c2592
iii) the third most important?  c2593

1) Embodied in new machinery or equipment
2) By hiring key personnel
3) Licensing or turnkey operations from international sources
4) Licensing or turnkey operations from domestic sources
5) Developed or adapted within the establishment locally
6) Transferred from parent company
7) Developed in cooperation with client firms
8) Developed with equipment or machinery supplier
9) From a business or industry association
10) Trade Fairs and/or Study Tours
11) Consultants
12) From universities, public institutions

60. Which of the following is the most important influence on your establishment to reduce the production costs of existing products or services? Pressure from:  _c260_

1. domestic competitors
2. foreign competitors
3. customers
4. shareholders
5. creditors
6. government or gov't agencies

61. Which of the following is the most important influence on your establishment to develop new products or services and markets? Pressure from:  _c261_

1. domestic competitors
2. foreign competitors
3. customers
4. shareholders
5. creditors
6. government or gov't agencies

LABOR RELATIONS

62. The following table refers only to permanent workers of your plant:

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Management</th>
<th>Professionals</th>
<th>Skilled Production Workers</th>
<th>Unskilled Production Workers</th>
<th>Non-production workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ave. number of workers</td>
<td>c262a3</td>
<td>c262b3</td>
<td>c262c3</td>
<td>c262d3</td>
<td>c262e3</td>
<td>c262f3</td>
</tr>
<tr>
<td>3 years ago</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ave. number of workers</td>
<td>c262a2</td>
<td>c262b2</td>
<td>c262c2</td>
<td>c262d2</td>
<td>c262e2</td>
<td>c262f2</td>
</tr>
<tr>
<td>2 years ago</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ave. number of workers</td>
<td>c262a1</td>
<td>c262b1</td>
<td>c262c1</td>
<td>c262d1</td>
<td>c262e1</td>
<td>c262f1</td>
</tr>
<tr>
<td>1 year ago</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>of which: % female</td>
<td>c262a1</td>
<td>c262b1</td>
<td>c262c1</td>
<td>c262d1</td>
<td>c262e1</td>
<td>c262f1</td>
</tr>
<tr>
<td>Total wages (LCU)</td>
<td>c262a2</td>
<td>c262b2</td>
<td>c262c2</td>
<td>c262d2</td>
<td>c262e2</td>
<td>c262f2</td>
</tr>
<tr>
<td>Total compensation* (LCU)</td>
<td>c262a3</td>
<td>c262b3</td>
<td>c262c3</td>
<td>c262d3</td>
<td>c262e3</td>
<td>c262f3</td>
</tr>
</tbody>
</table>

*Wages and all benefits, including food, transport, social security (i.e. pensions, medical insurance, unemployment insurance) etc.

63. The following table refers only to temporary workers of your plant:

<table>
<thead>
<tr>
<th></th>
<th>1 year ago</th>
<th>2 years ago</th>
<th>3 years ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average number of temporary workers employed:</td>
<td>c263a1</td>
<td>c263a2</td>
<td>c263a3</td>
</tr>
<tr>
<td>Of which, average number of female workers</td>
<td>c263b1</td>
<td>c263b2</td>
<td>c263b3</td>
</tr>
<tr>
<td>Average length of employment for each worker</td>
<td>c263c1 months</td>
<td>c263c2y months</td>
<td>c263c3y months</td>
</tr>
<tr>
<td>Total compensation of all temporary workers (wages and benefits) (LCU)</td>
<td>c263d1y</td>
<td>c263d2y</td>
<td>c263d3y</td>
</tr>
</tbody>
</table>
64. What percent of your permanent skilled workers are foreign nationals? __c264__\% 

65. a) During last year, how many new employees did your plant hire? __c265a__ (number)  
b) During last year, how many employees from your plant: i) were dismissed or laid off? __c265b1__ (number)  
   ii) left due to sickness or died? __c265b2__ (number)  
   iii) left for other reasons? __c265b3__ (number) 

66. Within the last two years, how much time did it take to fill your most recent vacancy through external recruitment for a:  
   i) skilled technician? __c2661__ weeks NA=-777 
   ii) production/service worker? __c2662__ weeks NA=-777 

67. a) Do you offer formal (beyond “on the job”) training to your permanent employees? __c267a__ YES NO  
   b) What percentage of your total permanent employees received formal training last year? c267b1\% c267b2\%  
   c) What was the average number of weeks of training for each employee (in weeks)? c267c1 c267c2 

68. What percent of your workforce is unionized? __c268__\% 

69. How many days of production last year did you lose due to  
   a) strikes or other labor disputes? __c269a__ days 
   b) civil unrest? __c269b__ days 
   c) employee absenteeism due to illness, death, funerals? __c269c__ days 

70. What percent of the workforce at your establishment have the following education levels?  
   a. Less than 6 years (“some elementary”) __c270a__\%  
   b. 6-9 years __c270b__\%  
   c. 10-12 years __c270c__\%  
   d. More than 12 years (some university of higher) __c270d__\%  

   ii) Of those who did not complete primary school (6 years), what percent are female? __c270a1__\% 

71. What is the highest level of education of the top manager? __c271__  
   1. Did not complete secondary school  
   2. Secondary School  
   3. Vocational Training  
   4. Some university training  
   5. Graduate degree (BA, BSc etc.)  
   6. Post graduate degree (Ph D, Masters)  

72. What percent of the senior management is male? __c272__\% 

73. How many years of experience working in this sector did the top manager have before running this establishment? __c273__ years  
   a) Of these, how many years were with a domestic firm? __c273a__ years  
   b) Of these, how many years were with a foreign firm? __c273b__ years  
   c) Did any of these prior firms export? __c273c__ YES=1 NO=2
### SECTION II: PRODUCTIVITY

74. Please provide the following information on your establishment’s production, sales and expenses.

<table>
<thead>
<tr>
<th></th>
<th>Value in thousands of local currency units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 year ago</td>
</tr>
<tr>
<td>Total Sales</td>
<td>c274a1y</td>
</tr>
<tr>
<td>Direct raw material costs (excluding fuel)</td>
<td>c274b1y</td>
</tr>
<tr>
<td>Total Market Value of Production*</td>
<td>c274c1y</td>
</tr>
<tr>
<td>Total Purchases of raw materials (excluding fuel)</td>
<td>c274d1y</td>
</tr>
<tr>
<td>Consumption of energy:</td>
<td></td>
</tr>
<tr>
<td>Electricity</td>
<td>c274e1y</td>
</tr>
<tr>
<td>Fuels</td>
<td>c274f1y</td>
</tr>
<tr>
<td>Other</td>
<td>c274g1y</td>
</tr>
<tr>
<td>% of energy costs to run generator</td>
<td>c274h1y</td>
</tr>
<tr>
<td>Manpower costs:</td>
<td></td>
</tr>
<tr>
<td>Wages and salaries</td>
<td>c274i1y</td>
</tr>
<tr>
<td>Allowances, bonuses and other benefits</td>
<td>c274j1y</td>
</tr>
<tr>
<td>Interest charges and financial fees</td>
<td>c274k1y</td>
</tr>
<tr>
<td>Other costs (i.e.: overhead expenses, selling and general administration expenses, design dept., etc.)</td>
<td>c274l1y</td>
</tr>
</tbody>
</table>

* Market value of production = (total number of units produced) x (unit sales price)

75. What was your establishment’s sales revenue in thousands LCU five years ago? ___c275___

76. How much did your establishment spend on additional machinery, equipment, vehicles, land, buildings?

<table>
<thead>
<tr>
<th></th>
<th>1 year ago</th>
<th>2 years ago</th>
<th>3 years ago</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>amount</td>
<td>of which % imported</td>
<td>amount</td>
</tr>
<tr>
<td>i) New machinery and equipment</td>
<td>c276a1y</td>
<td>c276a1y%</td>
<td>c276a2y</td>
</tr>
<tr>
<td>ii) Second hand machinery &amp; equipment</td>
<td>c276b1y</td>
<td>c276b1y%</td>
<td>c276b2y</td>
</tr>
<tr>
<td>iii) Land, buildings, improvement in leasehold</td>
<td>c276c1y</td>
<td>c276c1y%</td>
<td>c276c2y</td>
</tr>
<tr>
<td>iv) Vehicles</td>
<td>c276d1y</td>
<td>c276d1y%</td>
<td>c276d2y</td>
</tr>
</tbody>
</table>

77. a. Of this, was any of it spent on creating a new establishment? ___c277a___ YES=1 NO=2

b. If yes, how much in last fiscal year? ___c277b___

78. Please give the value (in thousands of LCU) of any equipment or property your establishment sold.

<table>
<thead>
<tr>
<th></th>
<th>1 year ago</th>
<th>2 years ago</th>
<th>3 years ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Machinery and equipment</td>
<td>c278a1y</td>
<td>c278a2y</td>
<td>c278a3y</td>
</tr>
<tr>
<td>b. Land and buildings or leasehold</td>
<td>c278b1y</td>
<td>c278b2y</td>
<td>c278b3y</td>
</tr>
<tr>
<td>c. Vehicles</td>
<td>c278c1y</td>
<td>c278c2y</td>
<td>c278c3y</td>
</tr>
</tbody>
</table>
79. How much did the following cost your establishment in thousands LCU during the fiscal year of ...?

<table>
<thead>
<tr>
<th>Item</th>
<th>1 year ago</th>
<th>2 years ago</th>
<th>3 years ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Rent for machinery and equipment (if owned, please enter value of depreciation)</td>
<td>c279a1y</td>
<td>c279a2y</td>
<td>c279a3y</td>
</tr>
<tr>
<td>b. Rent for land or buildings (if owned, please enter value of depreciation)</td>
<td>c279b1y</td>
<td>c279b2y</td>
<td>c279b3y</td>
</tr>
<tr>
<td>c. Rent (lease) of vehicles</td>
<td>c279c1y</td>
<td>c279c2y</td>
<td>c279c3y</td>
</tr>
<tr>
<td>d. Royalty or license fees</td>
<td>c279d1y</td>
<td>c279d2y</td>
<td>c279d3y</td>
</tr>
</tbody>
</table>

80. How much did your establishment spend on design or R&D last year? [Spending includes wages and salaries of R&D personnel, such as scientists and engineers; materials, education costs, and subcontracting costs.] c280 (thousand LCU)

81. Please provide information on the following balance sheet items for your establishment:

<table>
<thead>
<tr>
<th>Total Assets</th>
<th>Value in thousand LCU as of the fiscal year of</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 year ago</td>
</tr>
<tr>
<td>Total Property, Plant and Equipment:</td>
<td>c281a1y</td>
</tr>
<tr>
<td>Gross Value (Acquisition cost)</td>
<td>c281b1y</td>
</tr>
<tr>
<td>Machinery and equipment (including transport)</td>
<td>c281d1y</td>
</tr>
<tr>
<td>Land, buildings and leasehold improvement</td>
<td>c281e1y</td>
</tr>
<tr>
<td>Net book value</td>
<td>c281f1y</td>
</tr>
<tr>
<td>Machinery and equipment (including transport)</td>
<td>c281g1y</td>
</tr>
<tr>
<td>Land, buildings and leasehold improvement</td>
<td>c281h1y</td>
</tr>
<tr>
<td>Current Assets:</td>
<td>c281i1y</td>
</tr>
<tr>
<td>Inventories and stocks</td>
<td>c281j1y</td>
</tr>
<tr>
<td>Finished goods</td>
<td>c281k1y</td>
</tr>
<tr>
<td>Work-in-progress</td>
<td>c281l1y</td>
</tr>
<tr>
<td>Raw materials excluding fuel</td>
<td>c281m1y</td>
</tr>
<tr>
<td>Fuel</td>
<td>c281n1y</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>c281o1y</td>
</tr>
<tr>
<td>Cash on hand and in bank</td>
<td>c281p1y</td>
</tr>
<tr>
<td>Other</td>
<td>c281q1y</td>
</tr>
</tbody>
</table>

82. Please provide information on the structure of your establishment's liabilities:

<table>
<thead>
<tr>
<th>Total Liabilities</th>
<th>Value in thousands LCU as of the fiscal year of</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 year ago</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>c282a1y</td>
</tr>
<tr>
<td>Long-term liabilities (i.e. more than 1 year)</td>
<td>c282b1y</td>
</tr>
<tr>
<td>Short-term liabilities (i.e. one year or less)</td>
<td>c282c1y</td>
</tr>
<tr>
<td>Of which: payables</td>
<td>c282d1y</td>
</tr>
<tr>
<td>Equity – Share Capital</td>
<td>c282e1y</td>
</tr>
<tr>
<td>– Retained Earnings (Reserves and Surplus)</td>
<td>c282f1y</td>
</tr>
</tbody>
</table>

Note: Total Assets must equal Total Liabilities.

THE SURVEY ENDS HERE.
THANK YOU VERY MUCH FOR YOUR COOPERATION.