

CHAPTER VII

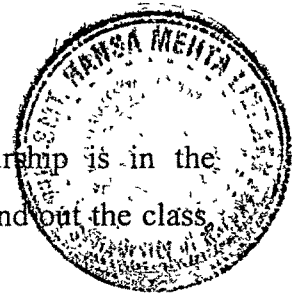
CONCLUSIONS, SUGGESTIONS AND POLICY RECOMMENDATIONS

7.1 Introduction

In development strategy of any country industrial development plays a crucial role. Industrial development is particularly necessary when we talk about economic development with regard to structural shift. The momentum gained by industrial progress during last fifty years is a striking feature of Indian industries. It has undergone substantial change that is taking place in our social, political and economic environment. During the early 50's the process of industrialization began as deliberate and conscious efforts on the part of the government to pave the way for the process of economic development. This can be achieved both by collective and individual efforts which are two different forms of entrepreneurship. The key factor in the process of industrial development is initiated and fostered by entrepreneurship. An entrepreneur is nurtured among the class of leaders in a society and directs the destiny of economy in general and of industrial economy in particular. The experience of developing countries suggests that the availability of natural resources, capital, manpower, technology and infrastructural facilities cannot guarantee entrepreneurial development leading to industrialization if people lack the ability to adapt to entrepreneurship.

Growth of entrepreneurship in a social organization is a highly complex process. It is the result of interaction of various factors such as natural endowment, role of government, historical traditions, education and cultural standards, socio-economic background, religious and moral values and family organization. It is observed that the problems of growth of entrepreneurship are more complicated in a

less developed economy like ours where industrial entrepreneurship is in the embryonic stage. Hence, in this context it becomes interesting to find out the class which has come into the fold of entrepreneurship.



7.2 Entrepreneurship and Economic Development

In a country like India where development process has not yet gained full momentum, entrepreneurship does not emerge out of an industrial background. Although it has well developed institutions to support and encourage, it is characterized by the conditions associated with underdevelopment. It may so happen that entrepreneurs in an underdeveloped country may not necessarily be an “innovator” but an “imitator” who may imbibe into the organization technology and products of the innovators in other developed regions. In initiating, promoting and maintaining economic activities for the production and distribution of wealth, entrepreneurship is considered as a purposeful activity. Thus, it is believed and recognized over a period of time that entrepreneurship is an essential ingredient of economic development and an integral part of socio-economic transformation.

7.3 Women and Economic Development

In any society, the status enjoyed by women is an indicator of the cultural and civilizational achievement. In any social transformation and cultural tradition, although gender is a building block, its identification becomes an important subject of analysis in any society whether developed or developing. It has become evident that if at all the development process is to be accelerated; the potential contribution by half the population cannot be ignored. It has been noticed throughout various communities, that the interest and problems of women are homogenous. Of late it has been realized that women’s issues and development issues need to be linked.

Unlike, other parts of world even in India, the role assigned to women⁴ is on the basis of “gender”. Generally women are confined to the domestic sphere and their work undermined. In the process of development, it has been substantially evidenced that women are particularly and consistently lost out. Many studies have shown that in almost all complex societies, gender is an integral dimension of social stratification, along with class, age, race, and ethnicity and sometimes also the religion. This indicates that there commonly exists gender stratification in all societies with variation in the degree or quantum of women’s disadvantage across time and place within societies. However, women do not get any support from the society. It may be due to deeply rooted traditional taboos. At times social customs and traditions prevent women from taking up entrepreneurship or any other gainful productive activity. Women do not get equal treatment in a male dominated social sphere. There still exists a widespread discrimination against women despite constitutional equality. Active and equal participation of women is indispensable in fighting against these social evils.

7.4 Women and Work

In many ways by virtue of status women are restricted specifically with respect to type of work and the conditions of employment. They work as marginal and casual workers in the labour market, they are confined to low paid job as they are seen only as supplementary earners. The recent NSS data also shows that more women are working as casual and seasonal workers. They are used as casual or seasonal workers whenever a change in production is needed. This may occur through processes of growth, development or recessions.

Over a period of time the role of women has been recognized⁵ in the development mainstream. Lot of debate is taking place about the possible effects on

Indian women's employment after initiation of structural adjustment programme and economic development campaign. Many economists are of the view that the economic development in the country has resulted in a steady marginalization of women in the economy. It is only in the past few years that this process has stemmed to some extent through state intervention. The main focus of the debate on the whole is on women's economic position.

The definition of entrepreneurship has never been differentiated on the basis of gender and can be extended to women entrepreneurs without any restrictions. Women entrepreneurs are defined as the women or group of women who initiate, organize and operate a business enterprise. Since women are integral part of the industrialized society, it is now believed that women must work using her acquired skill to supplement income for the family. Now they are expected to pick up self-employment opportunities rather than waiting for employment in organized sector. For this there is a need to create appropriate awareness and environment to promote entrepreneurship. Entrepreneurial venture for women can be planned and developed. The growth of women entrepreneurship can lead and help to enhance the status of women in the society.

In every society, the mass of women has always made a significant contribution to the social product that enables the society to life and growth. Women's economic development is powerful precursor to women's empowerment, and this has an impact on their social status.... Their labour contributes a substantial part of the wealth that is produced in every society.

The underdeveloped countries have not yet reached a stage of development that can afford them either to discount or discard the notion that self-employment is confined only to man. It is intended to probe into genesis of self-employment that

may unravel the process of germination of self-employment of women by estimating interrelationship between socio-economic structure and self-employment.

Women entrepreneurship enables to pool the small capital resources and their skill accessible with women. It paves the way for fuller use of capital and also mobilize the female human potential. Women entrepreneurship enhances the status of women and can also lead to integration of women into economic development. It has been seen in many cases that in spite of many obstacles quite a large number of women have somehow found the way to get engaged in entrepreneurial activities. Lot of debate is being generated on women taking up entrepreneurial venture. Entrepreneurship seems to be ideal for women seeking participation in the country's economic development because of certain factors. Emergence of entrepreneurship considered to be closely linked with social, cultural, religious and psychological variables.

Women entrepreneurs represent a group of women who have broken away from the beaten path and are exploring new avenues of economic participation. This further makes this task full of challenges, as they have had to encounter public prejudices and criticism. Opposition from family and social constraints has to be overcome before they establish themselves independently as entrepreneurs. The risk is greater for women entrepreneurs compared to their male counterparts.

7.5 Women Entrepreneurship in India

Over a period of time, in India, it has been observed that women have started contributing in a very significant way to economic health and competitiveness. The New Industrial Policy (NIP) has stressed the importance of entrepreneurship among women. The policy concedes that merely making larger resource allocation for

women within the prevailing pattern and structure of development would not yield the desired results.

It also highlights that there exists a necessity to provide special training to develop entrepreneurial traits in women who are willing to take up entrepreneurship and self-employment activity. Despite the fact that women are taking up entrepreneurship in many challenging fields, the contribution of women in entrepreneurial activity in India is not so significant. According to the 1981 census report there are only 1.5 lakh self-employed women in the country, which is 5.2 percent of the total self-employed. Of which, a large number of women are engaged in the unorganised sector activities such as agriculture, agro based industries handicrafts, handlooms and cottage industries.

The rough estimates show that amongst the small scale entrepreneurs approximately 9 percent are self-employed and their participation shows a positive change. It was aimed in the eighth five-year plan that the number of women entrepreneurs be increased up to 3.5 lakhs by means of training and other development efforts.

7.6 Growth of Informal Sector

In the recent years, the concept of informal sector has gained considerable significance in the context of development policy in general and employment policy in particular. In India, the process of casualisation and absorption of labour in the informal sector is on rise. Informal sector is an outcome of “overflow” or “spill over” of existence of excessive unemployment in rural and urban area. Modern sector is unable to absorb the labour supplies from rural area. This results in the concentration of population in slums and shantytowns. Slowly and gradually this

population paves the way to earn its livelihood. In the process it creates what is known as informal sector

This informal sector is increasingly becoming a provider of employment and self-employment to women. It also works as a parking lot for those women who are otherwise unable to find a gainful economic activity. In this sector various forms of linkages and occupational mobility of workers has fostered entrepreneurship for women also. Thus in this sense, the informal sector is not only a supporter of women workers but also fosters entrepreneurship. Various studies have shown that, over a period of time more and more women are joining this sector in search of avenues for self-employment rather than working as a worker at low wages. Many economists are of the opinion that it would be useful to consider informal sector as “self-employment sector”, since the nature of activities in this sector is of the nature of self-employment. The reason is this sector requires less skill, less capital and is labour intensive. Some studies’ also show that lack of education can be another reason for concentration of women for employment and self-employment in informal sector.

7.7 Rationale of the study

Not much empirical work has been undertaken for growth of women entrepreneurship in manufacturing activity in the informal sector. The various problems faced by women entrepreneurs in manufacturing sector and the impact of social, cultural and traditional factors on the growth of women entrepreneurship in the area remains unexplored. This study tries to fill up this gap.

7.8 Hypotheses of the study

The present study is undertaken with the following hypotheses.

- 1) Women entrepreneurs in the urban informal sector belong to lower social and economic strata of the society.
- 2) Self-employed women are concentrated in traditional feminine occupations.
- 3) Women take up entrepreneurship out of economic pressure.
- 4) The performance of women entrepreneurs is determined by economic as well as non-economic factors

7.9 Objectives of the study

The present study has carried out with the following objectives.

- 1) What is the socio-economic background of women entrepreneurs?
- 2) Which are the entrepreneurial activities in which women are concentrated?
- 3) What are the reasons for taking up these entrepreneurial activities?
- 4) What is the economic contribution of women entrepreneurs in the family?
- 5) What is the attitude of the family towards women's self-employment activities?
- 6) What are the economic and non-economic factors that determine the performance of women entrepreneurs?
- 7) What are the problems that these women face?

8) What is the support system available to women entrepreneurs?

7.10 Profile of Baroda

Situated in the central-eastern mainland region of Gujarat, Vadodara is an ancient settlement, founded on the banks of river Vishwamitri around 1000 B.C. The greatest period in the Maratha rule of Baroda started with the accession of Maharaja Sayajirao Gaekwad III to the throne in 1875. It was an era of great progress and constructive achievement in all fields. Maharaja Sayajirao Gaekwad III was one of the foremost administrators and reformers of his times who introduced a series of bold socio-economic reforms. He attached great importance to economic development and started a number of model industries to encourage initiative, and then handed back the working industries to private enterprise. He started model textile and tile factories. It is as a result of his policy of industrial development that Vadodara is today one of the most important centres for pharmaceutical, chemical and petroleum industries. In the year 2000 the number of working factories in Baroda district was 2398 with second rank in the state and the number of workers employed in these factories during the same time period was 96381. The numbers of registered small-scale industrial units in 1980 were 3020 that increased upto 6648 units in 1990 and it further increased upto 14209 in the year 2000. This shows that there is significant increase in number of small-scale units during the period of 20 years.

7.11 Research Methodology

7.11a Sampling Technique

A detailed list of women entrepreneurs was obtained from various sources like District Industrial Center (DIC), shops and establishment office. On the basis

of stratified sampling technique 20 percent of the respondents were selected so as to include women entrepreneurs in various field. Accordingly 300 women were selected initially. However, due to constraints of data collection, the sampling method had to be changed later and a sample of 200 women was selected at random. A scheduled structured questionnaire was prepared for collecting data. The questions pertain to general information about the respondents, their living conditions, general information about entrepreneurs and enterprise, initiation of business, problems faced by respondents in business, personality traits etc.

7.11b Processing of Data

The women entrepreneurs were interviewed through a pretested structured questionnaire and personal interview. The edited questionnaires then were coded for tabulation. SPSS package was used for tabulating data. Various statistical tools used in the analysis of data are measures of central tendency such as mean, median, mode, chi-square test, compound growth rates, etc.

7.12 Chapter Scheme

The thesis is divided into seven chapters. Chapter one deals with introduction. Chapter two with review of literature on entrepreneurship, women entrepreneurship, and informal sector. Chapter three deals with the socio-economic status of women entrepreneurs based on primary data. Chapter four studies about women entrepreneurs in an urban informal sector. Chapter five examines motivational and facilitating factors. Chapter six deals with: problems and support system for growth of women entrepreneurs. Chapter seven deals with summary, conclusions and policy recommendations.

7.13 Review of Literature

There has been a proliferation of literature on entrepreneurship in general and women entrepreneurship in particular. Several aspects of entrepreneurship have been examined in the studies based mainly on primary data. Studies carried out to examine the determinants of entrepreneurial start-ups have examined the relationship between social background and occupational choice. These studies focus on the difficulties encountered by entrepreneurs belonging to different castes and communities at the start-up stage of their enterprise. Some of the entrepreneurs belong to families already engaged in business, indicating the family connection in many cases and also reflect an extension of caste or community background. Whereas there are some others who have emerged from families of salaried employees such as civil servants and professionals, indicating the beginning of favourable economic scenario, though slowly but enduringly influencing occupational choice in favour of entrepreneurship. These studies have also shown that the problems of the entrepreneurs belonging to different castes and communities are different.

Growth of women entrepreneurship is a recent trend in India. Studies have focussed on functions that a woman entrepreneur needs to perform with regard to the size of business unit, exploring new prospects for venturing new business, undertaking and handling the risk and uncertainty, innovating new products, good administration and coordination skill and supervision. These studies have also discussed the pre-requisites for the development of women's entrepreneurial capacity. Women should have the ability to use knowledge intelligently and also have the ability to grab the opportunity and innovate something out of it.

Studies have shown that business world is mainly dominated by men. Women taking up entrepreneurship face serious constraints such as lack of awareness of government policies and legal aspects, lack of communication and coordination between different agencies, and long and complicated procedures to avail incentives offered by them. Apart from this they also face problems related to finance, procuring raw material, marketing and dual responsibilities. Today many women are taking up entrepreneurship for several reasons for : both personal and professional. However, developing women entrepreneurship is not a simple assignment. Many studies and evidences reveal that majority women entrepreneurs are facing problems from male counterparts as well as from the society. As numbers of women entrepreneurs have steadily been increasing their visibility has also improved.

Researchers and experts have shown that women entrepreneurs are not different from men in terms of their personality, cognition, achievement, motivation, dependency and other related attitudes. Various studies have also shown that entrepreneurship is an ideal tool whereby women can be drawn into the main stream of economic activity. Women have proved their competence of various forms and scale. Given the requisite training and motivation they are in no way behind men in any of the parameters. Women leadership style has been found to be very effective. Their one to one informal relation with their employees, with their official and consumer all contribute to a smooth and congenial environment.

Studies on the recent phenomenon of women entering into the arena of business emphasise the significance of entrepreneurship for women, types of enterprises owned by women, the role of various institutions in the promotion of

women entrepreneurship and problems faced them in trading and service entrepreneurship.

Studies have also shown that development of women entrepreneurship in India calls various public policies and programmes. The potential role of women in the process of industrialization cannot be ignored and needs to be analysed at the policy level. The effective and adequate legislations in the form of health provisions, and maternity and social security benefits would enhance the motivation and involvement of women in entrepreneurship and thereby their role in the process of development of the country.

All these studies discuss many aspects related to women entrepreneurs and women entrepreneurship. However, very few studies have been carried out to study the problems of women entrepreneurs in manufacturing in the urban informal sector.

7.14 Major findings of the study

Socio economic genesis of women entrepreneurs are considered essential to draw significant conclusions on women operated units and entrepreneurial activities carried out by them. It is necessary to recognize their life and living conditions so as to investigate their role. This socio-economic condition of women entrepreneurs and her family further provides a stage to analyse their taking up entrepreneurship. The present study shows that majority of respondents are Hindus and a very small proportion of women belong to other religions like Muslim, Parsis, and Christian etc. Among Hindus, a large proportion of women belong to upper castes such as brahmin and vaishya. It might be that the religious customs or traditions might obstruct or support women in pursuing or carrying out entrepreneurial activities

As far as age of respondents is concerned, it was found that majority of women entrepreneurs are young having all the vigour and time to pursue their ventures to see them fully grown. The educational level of respondents shows that a large number of women are literate. Of the total literate women majority of them are graduate and above. This indicates that, educated women have started taking up entrepreneurship.

7.15 Parents' Educational Qualification and Occupation

The educational level of respondents' father indicates that majority of them are literate. Of the literate, around one third were graduate and above. The educational qualification of respondent's mother revealed that majority of them are literate however, the level of education is low among them. The proportion of respondents whose mother is illiterate is quite significant.

The occupation of respondents' father shows that majority of them are in services while their mother's occupation shows that majority of them are housewife. This shows that the parents' education determines an individual's education but their parents' occupation does not necessarily influence the occupation adopted by an individual.

7.16 Personal Income and Monthly Savings

It is important to understand the income earned by individuals from the economic activity that they take up. The earnings of the respondents reveals that income earned was very less. A very small proportion of the respondents earned high income. Whatever low earnings these women have are spent on household expenditure. Majority of women have either no saving or very low savings. This

clearly shows that a very large number of women have taken up entrepreneurship in order to support her family economically.

7.17 Form of Organisation

Majority of them had proprietorship form of organisation. Very few had their business in partnership. In most of the partnership business, women's business partners are husbands. In such cases husbands tried to influence her decision-making.

7.18 Reasons for Selecting a Product

Majority of women selected the product because of its high existing demand in domestic market. A few of them selected the product because of high demand also in export market.

7.19 Nature of Technology

The nature of technology adopted by respondents reveals that a major proportion of women adopted manual (labour intensive) technique to carry forward their production. The reason may be that labour intensive technique requires less capital investment. Or it can be other way round that because of low level of capital availability women take up those business that are labour intensive in nature and requires less capital.

7.20 Investment

Almost half of the total respondents invested less than Rs. 5,000 to start her business. Only a few respondents invested large capital. Many of the respondents did not make any investment. This was in case of those women who were "Putting Out" their labour. The reason for this was lack of finances for the investment. This

clearly reveals that major proportion of women take up those businesses where requirement for capital investment is low.

7.21 Investment in Assets

The investment in land and building by respondents is very low. The reason being majority of them manage their business from their home. Similarly, the investment in plant and machinery is also low which may either be for the reason that they have adopted labour intensive technique. Or it is also possible that they have adopted labour intensive technology for the reason that their investment capacity is low. Majority of women invested their own money without any financial help from any agency.

7.22 Number of Employees

The total employment in the firms owned by respondents reveals that majority of the total respondents have no employees. Only a few handful women are able to employ large number of employees. Of these, most of them employ either unskilled or semi-skilled workers.

7.23 Compelling Factors and Facilitating Factors to take up Entrepreneurship

The compelling factors for taking up entrepreneurship by women include unemployment, dissatisfaction from the previous job, maintaining the large family, etc. Some women also take up entrepreneurship for other reasons such as utilising free time, or as hobby. The facilitating factors for women to take up entrepreneurship include success stories of other women entrepreneurs, previous association or past experience in the same occupation, advice from the family, relatives and friends, etc.

7.24 Support to women entrepreneurs in formulation of projects

Majority women formulated their project with the help of family members. Around one-third women formulated project on their own. Some women took help from neighbours and friends in formulating project. Majority of them did not face any problem in formulating the project. Around one-fourth women took training before starting her business. Majority of the women did not go for any formal or informal training before starting business.

7.25 Problem in Marketing

A few women faced some problems in marketing the product due to competition whereas majority of the women did not face any problem.

7.26 Problem in Subcontracting

Those respondents who worked on sub-contracting basis for other agents or dealers faced problem related to payments for their work and rates. It was found that in such cases majority of them were receiving payment once a year. They are forced to work at low rates with irregular payments otherwise they have to face consequences such as cancellation of their orders.

7.27 Support System

For success of the venture many a times the entrepreneur has to depend on the aid provided by government and non-government agencies. However, these women entrepreneurs feel that government support system involves lengthy procedures, which results in waste of time.

7.28 Role of various institutions

There are many training institutes and programmes that encourage and train women entrepreneurs. However, a large number of women feel that these institutes do not impart information regarding changing market conditions.

7.29 Expectations of women entrepreneurs from government

According to some respondents lengthy procedures involved in getting financial support from government agencies makes them feel like prey in the hands of corrupt official. Many of respondents strongly feel that loans and subsidies should be given on easier terms. Some of them are of the opinion that there should be a special cell for attending the grievances of women entrepreneurs.

7.30 Over coming problems and constraints

“A variety of problems are faced by the entrepreneurs in establishing and running their business ventures. The problems range from mobilising various resources including capital, harassment from officials, marketing problems, problems from employees etc. The problems of women entrepreneurs are far more than their male counterparts due to the existence of societal taboos and restrictions”. (Ganeshan, 2003) “ Women have many constraints which limit their impact as entrepreneurs in the economic life of most of the countries. These constraints may have legal and constitutional basis historically but the effect lingers even though the legal and/ or constitutional backing have long disappeared. In these cases, concerted efforts must be made by women to take advantage of their liberation and strive to compete with men despite the disadvantage of residual prejudices. The advantage enjoyed by educated women should be used to guide and assist the less educated women in society” (Vinze, 1987)

For success of the venture many a time the entrepreneur has to depend on the aid provided by governmental and non-governmental agencies. Efforts should be made by these agencies by having simple procedures. New expertise should be developed and transferred to the field to curtail the slog and take full advantage of the incentives available and earn profits. It is heartening to find that a large number of entrepreneurs thought governmental efforts to be good but all desired for not have to waste time in the lengthy procedures. According to some respondents such lengthy procedures were there is need to fulfil many formalities makes them feel like prey in the hands of corrupt officials. Many of respondents strongly feel that loans and subsidies should be given on easier terms. A major proportion of respondents did not applied for loan as they find the process to be lengthy. Also they are required to fulfil many formalities. Some of them were of the opinion that there has been a special cell for attending the grievances of women entrepreneurs.

There is an assumption that government should evaluate the recent significance and prospective role of women in the progression of industrialisation with the view to get affirmative change, which would result in sharing tasks and remuneration by both the genders. There is no doubt that effective and adequate legislation for social facilities would enhance the process of women's involvement in the development process of the country. Researchers and experts have concluded that women entrepreneurs are not different from men in terms of their personality, cognition, achievement, motivation, dependency and other related attitudes.

Today many women are taking up entrepreneurship for many reasons for both personal and professional. But it is not an easy task. Developing women entrepreneurship is not a simple assignment. Many studies¹ and evidences reveal that majority women entrepreneurs are facing problems from male counterparts as

well as from the society. As number of women entrepreneurs have been steadily increasing their visibility has also increased. Researches and experiences have indicated that women entrepreneur in comparison with men are no different in terms their personality, cognition, achievement, motivation, dependency and other related attitudes.

7.31 Measures to promote women entrepreneurship

The Indian society today calls for a speedy change but a radical transformation both at its structural and functional levels. Retentions of the asymmetrical patriarchal structure whenever may be the planning model adopted will only prove itself to be an exploiting system intensifying women oppression sinking to impose new kinds of bondage on them So the first step for realizing women's development is to create gender awareness over:

- 1) Recognition of women's special needs and
- 2) Working towards increased quality and employment of women.

Entrepreneurship is an ideal tool where –by women can be drawn into the main stream of economic activity. Women have proved their competence of various forms and scale. Given the requisite training and motivation they are in no way behind men in any of the parameters. Women leadership style has been found to be very effective. Their one to one informal relation with their employees, with their official and consumer all contributes to a smooth and congenial environment. Commercial banks and similar financial institution should be given direction by the central Government to sanction loans at a subsidized rate for the working capital requirement of the women's units. To ensure timely availability of working capital unnecessary and long formalities in connection with the dispersal of loan should be avoided.

Training institute and programmes should be set to encourage and train women industrialists. They should be imparted with information regarding changed requirement of the market. Women entrepreneur should be encouraged to start new venture confidently with more investments and using modern technology. Along with Government awareness social awareness is also needed. Women entrepreneur should get a good support from her family member and society. It is clear that the rise in level of economic growth in India has not led to removal of gender disparities. It signifies that in a given social spectrum, the development process affects and treats women and men differently.

Many women faced financial problems and they find the procedure very lengthy and that was one the reason why many women did not apply for loan. To overcome such problem government and financial institutions need to draw special lending policies for these women. At the same time they need to waive of collateral and margin money requirements. As these procedure are pretty lengthy there has to quick processing of loan.

There is need on the part of government and other voluntary organisations to arrange for specific financial management training programmes for women entrepreneurs.

Many women face problem of marketing her products. Government and voluntary organisations should conduct elaborate marketing training to women entrepreneurs. These women entrepreneurs should be given subsidies and concessions. At the same time certain products should be reserved for women entrepreneurs only. Time to time various exhibitions should be arranged so as to make the task of selling her product more convenient. Majority of women faces socio-economic problem. Government and voluntary organisations should launch a

special programme against the social evils. Various facilities and liberal assistance should be given to women for enhancement of the status of women entrepreneurs.

“The growth of industrialisation, education and domestic system has brought about significant changes in the tradition bound Indian society. Now increasing proportion of women is seeking gainful employment in industrial field. However, the movement of women entrepreneurs’ development is still in a transitional phase. They have yet a long way to be on par with their male partners. A comprehensive entrepreneurship development programme would help a lot in this direction if dealt with all seriousness and sincerity. It is a fact that man alone cannot break the evils of poverty, unemployment and inequality. Active and equal participation of women is indispensable in fighting against these social evils” (Srinivasan and Sreenivasagalu, 2000).

7.32 Policy Implications

Keeping in mind the fact that the 50 percent of the total population is female population, one cannot ignore the potential contribution of female population. Thus, considering the importance of economic contribution of female population, their need to develop entrepreneurship among more number of women.

It has been seen that the present system of registration at DICs is giving rise to proxy and surrogate entrepreneurs. The DICs may develop a new procedure by which it can be taken care that no such fake, proxy and surrogate entrepreneurs are registering. Also, DICs should stop the exercise of issuing certificates merely on aim to become entrepreneurs. The certificates should be issued only after these women are starting the venture. There is also need on the part of RBI as well as DICs to keep a check so as to find whether women are really running her enterprise and it is not a case of proxy entrepreneurship. There is lack of consistent and

reliable record of these women entrepreneurs whom loan and other facilities are provided by DICs. Keeping this in mind DICs may initiate steps to collect and collate reliable and genuine data related to women entrepreneurs. Such data should be collected by personal verification of business premises of women entrepreneurs.

There is a need on the part of government to arrange for more number of training programmes, which are women specific. This training programme should be a subsidized rate.

Majority of women face problem in marketing her product. So there is need to create a support module that will assist women in mobilising various factors of production and in marketing their products.

“The government machinery must take consistent efforts to encourage more young and dynamic people to go for entrepreneurship. The government has no doubt laid a wide network of promotional and development agencies to take care of small entrepreneur.” (Chander, 2001)

“The women need special attention and issues that are inhibiting women entrepreneurship cannot be addressed in isolation. There is need to look up these issues at global, regional and national perspectives. We have to promote networking among intermediaries, entrepreneurs, development agencies and individual entrepreneurs”. (Dhanlaxmi and Narayanan, 2001)

Women intending to start business should be motivated to participate in business training courses. For this there is need of wide range of training modules to cater the needs of women coming from heterogeneous background.

According to the above findings it is expected on the part of the government to advocate certain new policies and programmes to improve the productivity and

welfare of women entrepreneurs engaged in manufacturing activity in urban informal sector.

7.33 Conclusions

Women are increasingly becoming conscious and aware of their existence, their rights, and their work situation. Though changes are taking place but still it cannot be claimed that women have achieved equality with men. They are all well set on the roads towards this goal achievement. The change is taking place, but the disgrace still persists on their appearance in entrepreneurial roles. In India, men generally take the leading role in the entrepreneurial world. With the passage of time change in cultural norms are leading to increase in literacy of women, and thereby further leading to the change in the role and status of women in the society. Today more women are prepared to cross the threshold the field of entrepreneurship, which was beforehand considered a male domain.

Women intending to start business should be motivated to participate in business training courses. For this there is need of wide range of training modules to cater the needs of women coming from heterogeneous background.

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