

Women entrepreneurship: Problems and prospects

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ABSTRACT

The study was planned with 30 women entrepreneurs who had employed at least two employees. A pre-tested structured interview schedule was made to get the information regarding motivating and facilitating factors, achievement motivation, analysis of their entrepreneurial understanding, attitude towards efficient management, progress, employment opportunity provided by them, future plan and future attitude towards entrepreneurship including their goals and efforts made by them at present to achieve those goals. Findings revealed that majority of them had good entrepreneurial understanding, good attitude towards efficient management and had good progress of their industry. Majority of them were moderate risk takers. Majority of them did not face any problem due to their sex role as a woman while due to their involvement in the venture they faced major problems, lack of the time. Majority of them opined that they would like their children to become entrepreneurs in any line of their own choice. Majority of them had future goal for self to serve the nation, while for the enterprise, they wanted to improve quality global level, make new establishment and become most reliable and reputed unit. Majority of them opined that hard work along with good ideas is the only way to success and advance planning with reference to time was emphasized.

KEY WORDS : Women entrepreneur, Small scale industries, Women empowerment.

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INTRODUCTION

If self help is the best help then self-employment is the best employment and entrepreneurship, the most exciting level of self-employment, in employment one works for others, one works as others want to do. There is no scope for doing as you wish, doing how you wish. But entrepreneurship is the opposite of employment. You work for yourself, achieve a target or a goal set by yourself and reap the satisfaction of having achieved the goal yourself.

Besides this, entrepreneurs are those people who provide employment opportunities to others and become a potent and compulsory factor for any developing economy. The primary objective of any developing country like India is to achieve rapid, balanced and sustained rate of economic growth. Hence, efforts are directed towards the creation of conditions in which a fast development of productive resources can take place and industrialization is the only process which accelerates economic growth and induces social change. Major objectives of industrialization are to promote economic development, increase employment, increase levels of income, strengthen foreign trade, develop strategic industries, safeguard defense requirements, promote entrepreneurship and

effect structural change in the economy. Industrial development depends on a number of factors like entrepreneurship, capital, human resources, technology, government policies, infrastructure, market and natural resources (Acharya, 2001).

The problem of entrepreneurship appears to be the most acute problems faced by the present day developing countries and the shortage of entrepreneurs is possibility the most potent limiting factor of their economic development. Entrepreneurship is the human activity which plays a major role in economic development. At the center of process, man stands as an organizer of the recourses, as worker, and as the user of goods produced. Of these three roles, the organizers function is very important, without him, the recourses of production remain recourses or get wasted and can never become products or services. This signifies the importance of entrepreneurship in economic development and today especially when India has put its foot towards globalization, it needs entrepreneurs who are capable, fast and efficient and can face bravely the competition at global level.

In a fast developing country like India, the forces of commercialization, modernization and industrialization are actively operating and transforming the traditional modes

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of production into modern capitalistic enterprise. The study is an attempt at understand the entrepreneurial development among women and would highlight their existing status and contribution in national economy. A close look in their personal history, motivational forces, entrepreneurial performance, the efficiency of linkages and constraints faced by them at various stages would certainly help in improving their own efficiency and standard as well as help the national authorities in streamlining the future strategies of greater economic responsibility of our country (Ahluwalia, 1985).

The objective of the study to know the background of the women entrepreneurs, analyses their motivational factors and know their objectives, analyses their entrepreneurial understanding and attitude, know the managerial problems which are faced by them, analyses their managerial ability and effectiveness of applicability of their managerial abilities in utilization of recourses, get an idea about their present position and future plan, know the employment opportunities provided by the women entrepreneurs, know the investment made growth and performance of their industry.

METHODS

Selection of sample:

Total 30 women entrepreneurs were selected off in and around Vallabh Vidyanagar. The major criterion for selection of sample was that minimum two employees should be employed in their industry/activity and location of the industry/activity should be in or around Vallabh Vidyanagar.

OBSERVATIONS AND ANALYSIS

The finding of the study obtained through the analysis of the data which are supported by the relevant discussions and interpretations in the light of the specific objective of the study.

Identification of the respondents with socio-economic origins:

Age :

Represented data in Table 1 show distribution of the respondents according to their age. It describes that nearly

Sr. No.	Age group (in year)	Frequency distribution	
		No.	%
1.	21-25	03	10.0
2.	26-30	03	10.0
3.	31-35	05	16.6
4.	36 and above	19	63.3

63.0 per cent of women entrepreneurs fell in the age category of 36 years and above while nearly 16.0 per cent of them were in the age category of 31-35 years and 10.0 per cent of them in the age category of 21-25 years and 26-30 years each.

Educataion:

It can be clearly viewed from the data provided in Table 2 that the educational status of 60.0 percentage women entrepreneurs was up to collage level, 23.3 per cent had professional training and 16.6 per cent of them had their education up to school level.

Sr. No.	Educational status	Frequency distribution	
		No.	%
1.	School level	05	16.6
2.	Collage level	18	60.0
3.	Professional	07	23.3

Type and size of family:

Table 3 reveals that 56.6 per cent of families of women entrepreneurs had nuclear families while 43.3 per cent of them lived in joint families.

Sr. No.	Family type	Frequency distribution	
		No.	%
1.	Nuclear	17	56.6
2.	Joint	13	43.3

Collected data have been provided in Table 4 which make a clear conclusion that nearly 73.3 per cent of the women entrepreneurs had their family size up to 5 members, 23.3 per cent had the family up to 6-10 members and only 3.0 per cent of them had their family size above 10 members. Thus, majority of them had small families.

Sr. No.	Family size	Frequency distribution	
		No.	%
1.	Up to 5 members	22	73.3
2.	6-10 members	07	23.3
3.	Above 10 members	01	03.3

Income :

The image reflected Fig. 1 showing the income wise distribution of the women entrepreneurs reveals that maximum (40.0 per cent) respondents earned more than Rs. 70,000/- a year, 20.0 per cent had yearly income up to Rs.40,000/-,13.0 per cent fell in the income bracket of

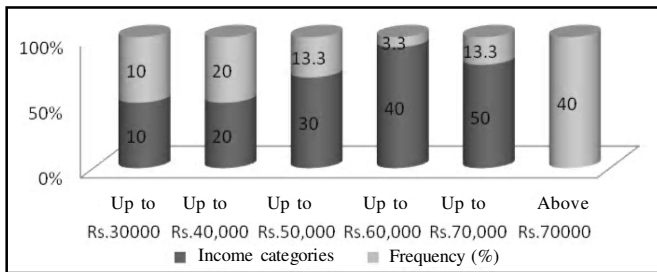


Fig. 1 : Income (yearly) wise distribution of the respondents

Rs.70,000/- and Rs.50,000/-each, where as 10.0 per cent earned up to Rs.30,000/- . Very few (3.3 per cent) respondents earned Rs.60, 000/- yearly.

It is observed from Table 5 that only five (16.6 per cent) respondents had their education up to school level from which one earned up to Rs.30, 000/- year, two (6.6 per cent) of them earned up to Rs.40,000/-year and two of them earned above Rs.70,000/- year, total 18(60.0 per cent) respondent had their education up to college level from which two earned up to Rs. 30,000/-, three earned up to Rs.40,000/-, four (13.3 per cent) earned up to Rs. 50,000/-, two (6.6 per cent) earned up to Rs.70,000/-maximum number (23.3 per cent) earned above Rs 70,000, seven respondent (23.3 per cent) had professional education from which one each (3.3 per cent) had yearly income up to Rs. 40,000/- and Rs. 60,000 two (6.6 per cent) had their yearly income above Rs.70,000/-.

Nature of activity:

Represented data in Table 6 show the distribution of the respondents according to the nature of activity. It explores that 16.6 per cent of the women entrepreneurs were professionals which included, architects, beauticians, pathological laboratory owners and computer centre owners. 13.3 per cent of the entrepreneurs were manufacturers, where as 10.0 per cent were involved in trading and hostels each, 6.6 per cent of them were involved in activities related to agriculture and animal husbandry (landscaping and farming). About 43.3 per cent of them were involved in other activities like printing / publication, running nursery school, advertising agency, catering business, hostels and in tailoring job.

Sr. No.	Nature of Activity	Percentage
1.	Agriculture and animal Husbandry	06.6
2.	Trading	10.0
3.	Manufacturing	13.3
4.	Professional	16.6
5.	Hostel / Transport	10.0
6.	Any other*	43.3

*Any other includes printing and publication, nursery school, advertising agency, hotel, catering business and tailoring job

Part II : Motivating and facilitating factor:

Ambitions :

Table 7 shows showing the distribution of the respondent according to the ambitions which influenced them for starting the venture explores. 63.3 per cent of the women entrepreneurs wanted to secure self-employment and wanted to fulfill self ambition, 46.6 per cent of them had some other ambition like to be independent, or to make use of their abilities or for doing something in life, they were fond of doing such activities and therefore opted for it. 16.6 per cent of them had the ambition to continue the family business.

Sr. No.	Ambitions	Frequency distribution	
		No.	%
1.	To continue family business	05	16.6
2.	To make money	12	40.0
3.	To secure self employment	19	63.3
4.	To fulfill self ambition	19	63.3
5.	To gain social status	14	46.6
6.	Any other*	06	20.0

* Any other including ambitions: to be independent / to make use of abilities / doing something in life / were fond of doing such activities

Note: Due to multiple responses, percentages are more

Though money was considered important, only 40 per cent respondents said that their ambition to start the venture was to make money.

Sr. No.	Education	Income (yearly, Rs.)					Above 70,000	Total
		Up to 30,000	Up to 40,000	Up to 50,000	Up to 60,000	Up to 70,000		
1.	School	1	2	-	-	-	2	5
2.	College	2	3	4	-	2	7	18
3.	Professional	-	1	-	1	2	3	7
	Total	3	6	4	1	4	12	30

Other than ambition, it is possible that there may be some other reasons too for starting out a venture or which lead the entrepreneurs for starting the activity. These reasons may differ from individual to individual according to their own circumstances and situations (Table 8).

Table 8 : Distribution of the respondents according to the reason which influenced them to start the activity

Sr. No.	Reasons	Frequency distribution	
		No.	%
1.	Unemployment	05	16.6
2.	Widowhood/marriage failure	02	06.6
3.	Dissatisfaction with the job so far held	05	16.6
4.	To make use of the idle fund	03	10.0
5.	To make use of technical and professional skills	20	66.6
6.	Any other *	07	23.3

*Any other includes: to make use of leisure time / to satisfy creative urge / to provide good educational facilities to their children / to engage selves in socially useful activities.

Note: due to multiple responses, percentages are more.

Table 9 shows the distribution of the respondents according to the reasons given by them for choosing particular line of activity which explores that 36.6 per cent of the respondent found no difficulty in securing technical knowledge, while 33.3 per cent of the respondents had previous employment in the same or related line of activity, 26.6 (each) per cent felt that there was easy to enter, 23.3 per cent explored that, (1) they had a family

Table 9 : Reasons for choosing the line of activity as expressed by the respondents

Sr. No.	Reasons for the choice of activity	Frequency distribution	
		No.	%
1.	Easy to enter	08	26.6
2.	Higher margin of profit	05	16.6
3.	Previous employment in the same line or related line	10	33.3
4.	No competition	08	26.6
5.	No difficulty in securing technical knowledge	11	36.6
6.	Existence of similar industry in neighborhoods	03	10.0
7.	Any other*	17	23.3

*Any other includes due to family background / to fulfill creative urge / utilize ability / husbands had necessary knowledge regarding the field.

Note: Due to multiple responses percent are more.

background of the particular line of activity, (2) for fulfilling their creative urge or interest, (3) to utilize their ability or (4) their husbands had the knowledge necessary to enter in the field 16.6 per cent opined that there was higher margin of profit while 10.0 per cent opined that they went for particular line of activity due to existence of similar industry in the neighborhoods. Thus, one can make a clear conclusion from the above discussion about the major facilitating factors which lead them for selecting particular line of activity.

Financial assistance :

It can be clearly interpreted from the data provided in Table 10 that 70 per cent of the women entrepreneurs accepted financial assistance from self / husband, 43.3 per cent from family members / relatives/friends, 40.0 per cent from commercial banks and only 3.3 per cent (only one respondent) from government agencies.

Table 10: Sources of financial assistance of the entrepreneurs

Sr. No.	Sources of financial assistance	Frequency distribution	
		No.	%
1.	Self / husband	21	70.0
2.	Family member/relatives/friends	13	43.3
3.	Money lenders	01	03.3
4.	Commercial banks	12	40.0
5.	Government agencies	01	03.3

Note: due to multiple responses per cents are more

Source of motivation:

Motivation is the source of achievement. Unless and until, person gets motivation (self motivation or motivation from others), he lacks the enthusiasm to work and enthusiasm is the most important ingredient for getting any kind of success in life. Thus, it becomes essential to find out the motivational sources of the women entrepreneurs. Represented figures in Table 11 shows that majority (76.6 per cent) of the respondents had self-motivation while 40.0 per cent of them were motivated by their family members. 16.6 per cent of them were

Table 11 : Distribution of the respondent according to their source of motivation

Sr. No.	Sources of motivation	Frequency distribution	
		No.	%
1.	Self	23	76.6
2.	Family members	12	40.0
3.	Relatives	05	16.0
4.	Friends	04	13.3
5.	Government agencies	01	03.3

Note: Due to multiple responses percentages are more

motivated by their relatives and 13.3 per cent by friends and only 3.3 per cent were motivated by government agencies.

Selection of location:

It can be stated from the data provided in Table 12 that 56.6 per cent of the women entrepreneurs selected particular location for setting their business because it was their home town or was near to their native place. 53.3 per cent of the respondent found overall idealness of the place for the activity, 46.6 per cent of the women entrepreneurs decision was affected by advice of family members while 40.0 per cent of them selected it due to availability of a shop/plot in the town. 26.6 per cent of them wanted nearness to markets while 20.0 per cent wanted good transport facilities, 16.6 per cent of them found it suitable due to nearness to raw materials while only 6.6 per cent (each) felt that they selected particular location due to existence of similar units in the neighborhood and (1) nearness to residence / (2) could get better scope for education of their children.

Table 12 : Reason for selection of location of the enterprise

Sr. No.	Reasons for selection of location	Frequency distribution	
		No.	%
1.	Advice of family members	14	46.6
2.	Availability of a shop/plot in the town	12	40.0
3.	Overall idealness of the place for activity	16	53.3
4.	Nearness to raw materials	05	16.6
5.	Nearness to markets	08	26.6
6.	Hometown or nearness to native place	17	56.6
7.	Existence of similar units in the neighborhood	02	06.6
8.	Good transport facilities	06	20.0
9.	Any other*	02	06.6

*Any other includes nearness to the residence get better for education of their children

Achievement motivation:

Aim of entrepreneurs:

Table 13 shows the distribution of the respondents according to their aim in life. Represented data reflect that majority of the women entrepreneurs (60.0 per cent) wanted to make a long record of successful achievement in their entrepreneurial carrier, 13.3 per cent of them wanted to provide better educational / establish well-established institutes to provide better and efficient service. 6.6 per cent of them had major aim of attaining high status in the society.

It can be clearly seen from Table 14 that majority

Table 13: Aim of the women entrepreneurs in life

Sr. No.	Aim in life	Frequency distribution	
		No.	%
1.	To make a long record of successful achievement in entrepreneurial activity	18	60.0
2.	To serve the nation	06	20.0
3.	To attain high status in society	02	06.6
4.	Any other*	04	13.3

* Any other includes providing better educational facilities to children / being self depend / establish we organized institute to provide better and efficient service

Table 14: Underlying values of the entrepreneurs

Sr. No.	Underlying values	Frequency distribution		Rank
		No.	%	
1.	Do something valuable	05	16.6	3
2.	To learn a lot	04	13.3	4
3.	To be own boss	06	20.0	2
4.	To contribute to national wealth	02	06.6	5
5.	Can do something useful to the society	16	53.3	1

Note: Values could be more than one. In this case rank is preferred

(53.3%) of the women entrepreneurs, wanted to do something useful to the society, 20.0 per cent of them opined that they wanted to be their own boss, 16.6 per cent of them wanted to do something valuable, 13.3 per cent of them expressed that they will be very happy if they can learn a lot, where as only 6.6 per cent of them wanted to contribute to national wealth.

Ambition:

According to the data drawn in Table 15, majority (50.0 per cent) of the women entrepreneurs stills gave first priority to enjoy happy married life as their secret ambition in life, 23.3 per cent of them gave first priority to

Table 15: Secret ambition of the women entrepreneurs

Sr. No.	Ambitions	Frequency distribution	
		No.	%
1.	To enjoy happy marriage life	16	50.0
2.	To obtain a highly	03	10.0
3.	To establish a glorious record of achievement	07	23.3
4.	Any other*	03	10.0

*Any other includes: to provide employment opportunities to those who are unemployed/utilize own ability / develop as an individual

the urge to establish glorious record of achievement, while 10.0 per cent of them each opined that (1) they wanted to obtain a highly paid job, (2) to provide employment opportunities to those who are unemployment / utilize own ability / develop as an individual.

Self-image :

Reported data in Table 16 suggests that majority (50.0 per cent) of the women entrepreneurs thought that they should be an image as very industrious women, 16.6 per cent, as very popular women, 10.0 per cent of women believed that they should be viewed as a women with own identity / sincere working women in the field / as they are.

Sr. No.	Self image	Frequency distribution	
		No.	%
1.	A popular women in society	04	13.3
2.	Very intelligent women	05	16.6
3.	Very industrious	18	50.0
4.	Any other*	03	10.0

*Any other includes self images like 1) women with own identity, 2) sincere working women in the field / 3) as they are

It can be said from the figures drawn in Table 17 that maximum (43.3 per cent) of the women entrepreneurs believed in planning of its details before starting a difficult task to lead to success, 30.0 per cent of them believed that one should imagine the difficulties that might arise, while 26.6 per cent of the women entrepreneurs believed that one should take other's suggestion before starting a difficult task.

Sr. No.	Course of action	Frequency distribution	
		No.	%
1.	Should take other's suggestion	08	26.6
2.	Should plan its details t lead to success	13	43.3
3.	Should image the difficulties that might arise	09	30.0

Tempetation:

One can clearly visualize from Table 18 that maximum (43.3 %) of the women entrepreneurs often got tempted by seeing new places, new peoples or new things, where as 30.0 per cent, by being sympathetic with those who were unhappy, 26.6 per cent of them got

Sr. No.	Temptation of the entrepreneurs	Frequency distribution	
		No.	%
1.	To understating very difficult task	08	26.6
2.	To see new places, new people or new things	13	43.3
3.	To be sympathetic with those who are unhappy	09	30.0

tempted by undertaking very difficult task which was the least preferred alternative compared to the other two.

Solution of porblems:

Table 19 states that majority (50 per cent) of the women entrepreneurs likes to solve problems which gave them opined that they would like to solve the socio-economic problems of the country. 13.3 per cent of them preferred to solve very difficult puzzles and quizzes while 3.3 per cent of them liked to solve the problems which lead to 100 per cent success in their undertaken task.

Sr. No.	Problems	Frequency distribution	
		No.	%
1.	The socio-economic problems of the country	10	33.3
2.	Very difficult puzzles or quizzes	04	13.3
3.	Those problems which will give a novel experience	15	50.0
4.	Any other*	01	03.3

* Any other includes – solving of problems which will lead to 100 per cent success in women entrepreneurs' undertaken task

Motivation for starting business :

Table 20, shows the primary motivational factors of the women entrepreneurs which led them to start the venture. It states that majority (53.3 per cent) of the women

Sr. No.	Motivational factors	Frequency distribution		Rank
		No.	%	
1.	To make money	08	26.6	3
2.	To work independently	10	33.3	2
3.	To become famous	05	16.6	4
4.	To field an outlet for unused energy	16	53.3	1

Note: Due to multiple respondents percentages are more

entrepreneurs wanted to find an outlet for unused energy which led them to the idea of starting own business, while 33.3 per cent of the women entrepreneurs wanted to work independently, according to the rank preference given by the respondents. It was the second best alternative to which priority was given. 26.6 per cent of them wanted to make money, where as last preference was given to the third alternative that was to become famous.

This reveals that today women have an urge to utilize their capabilities and are more and more developing as an individual which suggest that majority of the women entrepreneurs had good entrepreneurs understating regarding the motivational factors.

Necessity of potential factors :

Represented figure in Table 21 suggest that accordingly 60.0 per cent (*i.e.* majority) of the women entrepreneurs, hard work was the most important potential factor necessary to be successful in an entrepreneurial venture, secondly 26.6 per cent of the women entrepreneur opined that good ideas were important to be successful in an entrepreneurial venture while 23.3 per cent of them (each) gave equal priority to both – money and luck.

Sr. No.	Potential factors	Frequency distribution		Rank
		No.	%	
1.	Money	07	23.3	3
2.	Luck	07	23.3	3
3.	Hard work	18	60.0	1
4.	Good ideas	08	26.6	2

Note: Due to multiple responses percentages are more

Thus, according to the respondents, to be successful in an entrepreneurial venture, first of all one needs to depend on hard work, secondly on good idea and afterwards on money and luck.

Resource utilization:

According to the figures drawn in Table 22, majority (66.6 per cent) of the women entrepreneurs believed in

Sr. No.	Use of resources	Frequency distribution	
		No.	%
1.	One should use his/ her personal resources only	20	66.6
2.	One should take advantage of external resources	01	03.3
3.	One should utilize external resources having accessed his/her own resources	05	16.6
4.	One should take benefit of all available help	04	13.3

using their personal resources only as successful entrepreneurs. 16.6 per cent of them believed that one should utilize external resources having assessed his/her own resources whereas 13.3 per cent of the women entrepreneurs opined that one should take benefit of all available help. Only one respondent (3.3 per cent) from total 30 respondents opined that one should take advantage of external resources.

Table 23 reveals that majority of the respondents (12) had their yearly income above Rs. 70,000/- of which 3 (10 per cent) were high risk takers, 8 (26.6 per cent) were moderate risk takers and 1 (3.3 per cent) was small / low risk taker. Total 6 (20 per cent) respondents had their annual income up to Rs. 40,000/- year of which 2 of the respondents (6.6 per cent) each were high, moderate and low risk takers. Total 4 (13.3 per cent) respondent had their annual income up to Rs.50,000/- who were all moderate risk takers. Only 1 respondent was having income up to Rs. 60,000/- who was also a moderate risk taker. Again total 4 (13.3 per cent) respondents were having income up to Rs. 70,000/ year of which 1 (each) was high and moderate risk takers and two (6.6 per cent) were small / low risk takers.

In the statistical test of significance, it was found that there was no association between risk taken and income of the women entrepreneurs.

Represented data in Table 24 make a clear conclusion that majority of the women entrepreneurs (60.0 per cent) opined that the first step in starting up business should be

Sr. No.	Risk	Income (yearly Rs.)						Total
		Up to 30,000	Up to 40,000	Up to 50,000	Up to 60,000	Up to 70,000	Above 70,000	
1.	High	1	2	-	-	1	3	7
2.	Moderate	1	2	4	1	1	8	17
3.	Low	1	2	-	-	2	1	6
	Total	3	6	4	1	4	12	30

Sr. No.	Steps	Frequency distribution	
		No.	%
1.	Find a product	09	30.3
2.	Get some money	01	03.3
3.	Select a partner	01	03.3
4.	Do self analysis	11	60.0

to do self analysis, where as 30.0 per cent of them believed that one should find a product first. 3.3 per cent of the respondent (only 1 respondent) each believed that one should get some money first to start a business and select a partner. Thus, one can say that majority of the women entrepreneurs had good entrepreneurial understanding in the matter of taking first step in starting any business as common sense approach and available literature suggest that one needs to be self analysis initially and then only go further ahead for starting any task or activity in which one wants to gain something.

Entrepreneurial character :

According to the observation of Table 25 majority (93.3 per cent) of the women entrepreneurs were as self made man/women while only two of them (6.6 per cent) opined that an entrepreneur is a born entrepreneur. None of the respondents opined that as entrepreneur's son / a politician's son as other entrepreneurial characters.

Sr. No.	Entrepreneurial character	Frequency distribution	
		No.	%
1.	A born entrepreneur	02	06.6
2.	A self made man / women	28	93.3

It can be stated from the data presented in Table 26 that majority (60.0 per cent) of the women entrepreneurs believed that to be entrepreneurs, first of all one needs to take initiative to do something, while second rank was

Sr. No.	Potential factors	Frequency distribution		Rank
		No.	%	
1.	Money	04	13.3	3
2.	Long experience	07	23.3	2
3.	High education	04	13.3	4
4.	Initiative to do something	18	60.0	1

Note: Due to multiple responses percentage are more

given by 23.3 per cent of the respondents to long experience, 13.3 per cent of the respondents gave priority to money and high education, respectively (third and fourth rank).

Attributes :

Table 27 describes the opinion of the respondents on attributes of successful entrepreneurs. It suggests that majority (60 per cent) of the women entrepreneurs believed that a successful entrepreneur is a person with integrity, whereas 40.0 per cent of them believed that a successful entrepreneurs is the one who is perseverant. Negative attributes like to be dishonest or unethical were not preferred by nay of the respondents.

Sr. No.	Attribute	Frequency distribution	
		No.	%
1.	Integrity	18	60.0
2.	Perseverance	12	40.0

Figure drawn in Table 28 explores that majority (76.6 per cent) of the women entrepreneurs had good entrepreneurial understanding where as 23.3 per cent of them had fair entrepreneurial understanding. None of them had poor entrepreneurs understanding as none of the women entrepreneurs scored below 11 marks.

Sr. No.	Entrepreneurial understanding	Frequency distribution	
		No.	%
1.	Fair	07	23.3
2.	Good	23	76.6

Devotion of time:

Table 29 reveals that 50 per cent of the women entrepreneurs devoted their 75-100 per cent time to the industry while 40.0 per cent of them devoted 50-75 per cent time. Only 10.0 per cent of the women entrepreneurs were such who devoted 25-50 per cent to the industry.

Sr. No.	Percentage of time devoted	Frequency distribution		By the family members	
		No.	%	No.	%
1.	75-100	15	50	04	13.3
2.	50-75	12	40	07	23.3
3.	25-50	03	10	08	26.6
4.	Less than 25	00	-	03	10.0

Table 30 : Correlation between size of the family and time spent by the women entrepreneur

Sr. No.	Size of the family (in no.)	Time spent (self)			Total
		75-100%	50-75 %	25-50%	
1.	Up to 5	13	08	01	22
2.	6-10	02	04	01	07
3.	10-16	-	01	-	01
	Total	15	13	02	30

Table 31 : Bivariety correlation between size of the family and time spent by the family members of the women entrepreneurs

Sr. No.	Family size (in no.)	Time spent (family members)				Total
		75-100%	50-75%	25-50%	Less than 25%	
1.	Up to 5	5	2	5	2	14
2.	6 -10	2	3	1	1	7
3.	11-16	-	-	1	-	1
	Total	7	5	7	3	22

One can easily make out from Table 30 that totally 50 per cent of the respondents spent their 75-100 per cent of time for their enterprise/activity of which 13 (43.3 per cent) respondents had their family size up to 5 members and only 2 respondents (6.6 per cent) had their family size up to 6-10 members. 13 respondents (43.3 per cent) spent their 50-75 per cent of time for the industry from which 8 per cent (26.6 per cent) had family size up to 5 members and only 1 (3.3 per cent) had family size of 10-16 members. Two respondents spent their 25-50 per cent of time for the industry of which one (3.3 per cent) had family size up to 5 members and one (3.3 per cent) of 6-10 members.

Table 31 shows that total 7 (23.3 per cent) respondent's family members devoted their 75-100 per cent of time for the enterprise of which 3 respondents (16.6 per cent) had their size up to 5 members and only 2 of them (6.6 per cent) had the family size of 6-10 members. Total 5 responder's family members spent their 50-75 per cent of time for the enterprise / activity of which 2 (6.6 per cent) had the family size up to 5 members and 3 (10 per cent) of 6-10 members. Again total 7 (23.3 per cent) respondent's family members spent their 25-50 per cent of time for the industry of which 5 of them (16.6 per cent) had their family size up to 5 members and 1 each of 6-10 and 11-16 members, respectively. Table shows that total 3 respondents (10 per cent) were such whose family members spent less than 25 per cent of their time for the

enterprise of which 2 (6.6 per cent) had their family size up to 5 members and 1 (3.3 per cent) of 6-10 members. 8 respondent's (26.6 per cent) family members were not at all involved.

Involvement of family members:

Table 32 shows that maximum number (43.3 per cent) of the women entrepreneurs had involvement of one family member apart from herself while 16.6 per cent of them had involvement of two family members. 6.6 per cent of them had involvement of four family members for their enterprise / activities while 3.3 per cent (only one respondent) each had involvement of three and five family members for her enterprise/activity.

Table 32 : Family member's involvement in women's enterprise

Sr. No.	Number of family members involved	Frequency distribution (n=22)	
		No.	%
1.	One	13	43.3
2.	Two	05	16.6
3.	Three	01	03.3
4.	Four	02	06.6
5.	Five	01	03.3

As discussed above in the introduction of this part, planning is the most important step to reach a definite goal. Proper planning makes a less capable person also

Table 33: Planning practices of the respondents

Sr. No.	Duration of plan	Time spent (family members)					
		Always		Sometimes		Never	
		No.	%	No.	%	No.	%
1.	Long term planning	13	43.3	8	26.6	00	-
2.	Short term planning	10	33.3	11	36.6	01	03.3
3.	Intermediate planning	05	16.6	14	46.6	03	10.0

successful ; at the same time haphazard planning will lead the most capable and intelligent man towards failure. Thus, it is very important that one should always foresee the difficulties that might arise in future and organize accordingly.

Opinion of respondents:

One can make a clear conclusion from the data provided in Table 34 that majority of the women entrepreneurs (83.3 per cent) had good opinion on efficient management while 16.6 per cent of them had opinion towards efficient management. None of them had poor opinion towards efficient management.

Sr. No.	Opinion on efficient management	Frequency distribution	
		No.	%
1.	Good	25	83.3
2.	Fair	05	16.6

To be successful in an entrepreneurial venture, it is very important that entrepreneur has correct understanding regarding the members of how he/she should utilize his/her time. Entrepreneur's curiosity and urge to create something new sometime develop a tendency to go on and on experimenting and during this phases, there are chances that instead of being perseverant towards a definite purpose he / she lost somewhere else in doing any job or experimenting and it has been said in the available literature and theory that until the project is successfully accomplished, he/she needs to be perseverant and stick to it to reach the defined purpose. Hence, it becomes essential to get an idea about a person's opinion on utilization of time when one wants to analyze his/her attitude towards efficient management.

Sr.	Utilization of time	Frequency distribution	
		No.	%
1.	In doing any job	05	16.6
2.	In experimenting	01	03.3
3.	In doing productive job to fulfill the defined purpose	23	76.6

Decision making:

It can be interpreted from the data provided in Table 36 that maximum number (43.3 per cent) of the respondents believed that one should make a market survey

Sr. No.	Practices	Frequency distribution	
		No.	%
1.	To make a market survey	13	43.3
2.	Gather the information from other entrepreneurs	04	13.3
3.	Read relevant literature and acquire scientific knowledge	11	36.6

before deciding a product / service while 36.6 per cent of the women entrepreneurs believed that one should read relevant literature and acquire scientific knowledge before deciding for a product /service, very small percentage of them (13.3 per cent) preferred to gather information for entrepreneurs before deciding a product/service.

Progress analysis of the respondents reveals that maximum number of the respondents (36.6 per cent) had good progress of the respondents of their industry/activity; 30.0 per cent of them had fair progress while 26.6 per cent of the respondents had no progress at all.

Sr. No.	Practices	Frequency distribution	
		No.	%
1.	Nil	02	06.6
2.	Poor	08	26.6
3.	Fair	09	30.0
4.	Good	01	36.6

Table 38 reveals that majority of the women entrepreneurs (50 per cent) faced problem of lack of time while 30.0 per cent of them opined that socializing got avoided due to their involvement in the venture, while 3.3 per cent each of them faced problems of lack of attention in house hold chores, lack of cooperation from family and lack of attention to the children and family.

Sr.	Problems	Frequency distribution		Rank
		distribution		
		No.	%	
1.	Lack of attention in house hold chores	01	3.3	3
2.	Lack of cooperation from family members	01	3.3	3
3.	Lack of time	15	50.0	1
4.	Socializing gets avoided	09	30.0	2
5.	Lack of attention to the children and family	01	3.3	3

Conclusion:

In the present study, the characteristic of entrepreneurs having good progresses, introduced new products / services. They improved quality of existing products /services, introduced new methods of production and services and develop new ways of managing quality control, research and development. They introduce new ways of managing and developing personals. Wherein the poor progressed entrepreneurs were characterized with lack of innovation in their units because of the nature of activity and the knowledge related to their entrepreneurial activity that they had at the initial stage in their enterprise. They showed poor progress because they were not interested in expanding the enterprise beyond what they have done. A study can be carried out to see applicability

of public policies, programmes and services rendered to women entrepreneurs to develop the interest and efficiency of the women entrepreneur.

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