

Role of Women Entrepreneurs in Manufacturing Industries with Special Reference to Kanpur

Neetu Singh

Assistant Professor MBA Department, Naraina Group of Institution panki kanpur

Abstract

Since the 21 century, the status of women in India has been changing as a result to growing industrialization and urbanization, spasmodic mobility and social legislation. Over the years, more and more women are going in for higher education, technical and professional education and their proportion in the workforce has also been increased. With the spread of education and awareness, women have shifted from the kitchen, handicrafts and traditional cottage industries to non-traditional higher levels of activities. Even the government has laid special emphasis on the need for conducting special entrepreneurial training programs for women to enable them to start their own ventures. Financial institutions and banks have also set up special cells to assist women entrepreneurs. This has boomerang the women entrepreneurs on the economic scene in the recent years although many women's entrepreneurship enterprises are still remained a much neglected field. Women has to play multiple roles Sometimes she has to play the role of either wife or mother Or she has to adorn the role of parents or daughter Simultaneously in the social setting she has to play the different roles in Community Playing these roles, women sometimes submerged her own self role and her own real identity .Freedom depends on economic conditions even more than political. If a women is not economically free and self-earning, she will have to depend on her husband or someone else, and dependents are never free, they were these ideas of Pandit Jawaharlal Nehru, first Prime Minister of India, which vividly highlight the importance of economic independence of women. Life for a women entrepreneur having a small scale industry is not a bed of roses. The individual women entrepreneur single-handedly faces a plethora of seemingly endless problems. Infarct, from the moment and entrepreneur conceive the idea to start her/his own unit, she/he has to work hard against heavy odds. Why do Women Take-up Employment? Woman constitutes the family, which leads to society and Nation. Social and economic development of women is necessary for overall economic development of any society or a country. Entrepreneurship is the state of mind which every woman has in her but has not been capitalized in India in way in which it should be. Due to change in environment, now people are more comfortable to accept leading role of women in our society, though there are some exceptions. Our

increasing dependency on service sector has created many entrepreneurial opportunities especially for women where they can excel their skills with maintaining balance in their life. Propose of this empirical study is intended to find out various motivating and de-motivating internal and external factors of women entrepreneurship. It is an attempt to quantify some for non parametric factors to give the sense of ranking these factors. It will also suggest the way of eliminating and reducing hurdles of the women entrepreneurship development in Indian Context.

Introduction

Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. Thus, entrepreneurs shape the economy by creating new wealth and new jobs and by inventing new products and services. However, an insight study reveals that it is not about making money, having the greatest ideas, knowing the best sales pitch, applying the best marketing strategy. It is in reality an attitude to create something new and an activity which creates value in the entire social eco-system. It is the psyche makeup of a person. It is a state of mind, which develops naturally, based on his/ her surrounding and experiences, which makes him/ her think about life and career in a given way.

The first part of this paper deals with the ideas why to boost the women entrepreneurship and what are the reasons that propel women to undertake such profession. This part also depicts the factors of hindrance of women entrepreneurship and also the likely measures to be taken for removing such obstacles that are affecting women entrepreneurship. The second part deals with a review of various research studies done on women entrepreneurship along with study on their impact on various economies. The third part deals with objectives and research methodologies. The fourth part concentrates on analysis of data collected through questionnaires to establish motivating and de-motivating internal and external factors of women entrepreneurship. The attempt has been made to rank these factors in regard to their severity of impact on women entrepreneurship. The last part of this study includes the suggestive measures for eliminating and reducing the hurdles for the women entrepreneurship development in Indian context. Reasons for Boosting Women Entrepreneurship. The role of women entrepreneurs in the process of economic development has been recognized form nineties in various parts of the world. Today, in the world of business, women entrepreneurship has become an essential movement in many countries and has been accepted in all areas of working. The United

Nations report has also concluded that economic development is closely related to the advancement of women. In nations where women have advanced, economic growth has usually been steady. By contrast, in countries where women have been restricted, the economy has been stagnant. The data on correlation between Gender related development index and GDP per capital reinforces the above fact Gender related development index is significantly correlated with GDP per capita. The value of correlation coefficient comes 0.857371. Therefore, It can be treated as one of the parameter to show the economic condition & growth of the country. Business association and Women Entrepreneurship:

Structural association and group of people also promote women entrepreneurship. A vital link to economic decision-making processes, the business associations has made their members' visions and priorities a part of the national political and economic agenda. Around the globe many more organizations are contributing in similar ways. Table 2 depicts some of the business associations of some countries. These associations undertake wide varieties of activities encompassing credit, business skill training, technical and technology training, employment creation, marketing services, legal assistance, psychological counseling and some social welfare trade programs. These associations have also played a positive and vital role in promoting international trade for women entrepreneurs. (Jalbert, 2000

Reasons for Women Opting For Entrepreneurship

Self determination, expectation for recognition, self-esteem and career goal are the key drivers for taking up entrepreneurship by women (Moore & Buttner, 1997). Sometimes, women chose such career path for discovering their inner potential, caliber in order to achieve self satisfaction. It can also provide a mean to make best use of their leisure hours. However, dismal economic conditions of the women arising out of unemployment in the family and divorce can compel women into entrepreneurial activities

Obstacles for Women Entrepreneurship

The entrepreneurial process is same for men and women. Successful men and women entrepreneurs undergo similar motivations and thus achieve success in largely same way under similar challenges. They are also found to have access to fund from the same sources. The same condition both men and women can be successful entrepreneurs. (Cohoon et.al. 2010). However, in practice most of the upcoming women entrepreneurs face problems that are of different dimensions and magnitudes than that faced by their male counterparts. These problems, generally, prevent these women entrepreneurs from

realizing their potential as entrepreneurs. The major hurdles that the women face during starting and running a company generally come from financing and balancing of life. The balancing of life is caused due to lack of family support for the women. The other hindering external factors include gender discrimination, inaccessibility to information, training opportunities, infrastructure etc. Some internal factors like risk aversion by women, lack of confidence, lack of vision of strategic leader etc. can also create obstacles for the women entrepreneurship development.

Concept of women Entrepreneur Enterprise in Kanpur

A small scale industrial unit or industry –related service or business enterprise, managed by one or more women entrepreneurs in a concern, in which they will individually or jointly have a share capital of not less than 51% as shareholders of the private limited company, members of co-operative society".

Categories of Women Entrepreneurs

- Women in organized & unorganized sector
- Women in traditional & modern industries
- Women in urban & rural areas
- Women in large scale and small scale industries.
- Single women and joint venture.
- Categories of Women Entrepreneurs in Practice in India

First Category

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

Second Category

Established in medium size business in cities and towns– Having sufficient education– Both traditional and non traditional items– Undertaking women services-kindergarten, crèches, beauty parlors, health clinic etc

Third Category

Illiterate women– Financially weak– Involved in family business such as Agriculture, Horticulture, Animal Husbandry, Dairy, Fisheries, AgroForestry, Handloom, Power loom etc.

Supportive Measures for Women's Economic Activities and Entrepreneurship

- Direct & indirect financial support
- Yojna schemes and programmes
- Technological training and awards
- Federations and associations

Direct & Indirect Financial Support

- Nationalized banks
- State finance corporation
- State industrial development corporation
- District industries centers
- Differential rate schemes
- MahilaUdyugNeedhi scheme
- Small Industries Development Bank of India (SIDBI)
- State Small Industrial Development Corporations (SSIDCs)

Yojna Schemes and Programme

- Nehru RojgarYojna
- Jacamar RojgarYojna
- TRYSEM
- DWACRA

Technological Training and Awards

- Stree Shakti Package by SBI

- Entrepreneurship Development Institute of India
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- National Institute of Small Business Extension Training (NSIBET)
- Women's University of Mumbai

Federations and Associations

- National Alliance of Young Entrepreneurs (NAYE)
- India Council of Women Entrepreneurs, New Delhi
- Self Employed Women's Association (SEWA)
- Association of Women Entrepreneurs of Karnataka (AWEK)
- World Association of Women Entrepreneurs (WAWE)
- Associated Country Women of the World (ACWW)

Women Entrepreneurship in India- Table no: 1

States	No of Units	No. of Women	Percentage
Registered		Entrepreneurs	
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharastra	4339	1394	32.12
Gujrat	3872	1538	39.72
Karnatka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UTS	14576	4185	28.71
Total	57,452	18,848	32.82

Table:2

Country	Percentage
India (1970-1971)	14.2
India (1980-1981)	19.7
India (1990-1991)	22.3
India (2000-2001)	31.6
USA	45
UK	43
Indonesia	40
Sri Lanka	35

TABLE NO. 3
SNAPSHOT OF KEY FACTORS

S. N.	Country	Factors
1	United States	<ul style="list-style-type: none"> • access to capital • access to information • access to networks
2	Korea	<ul style="list-style-type: none"> • financing • the effort to balance work and family
3	Indonesia	<ul style="list-style-type: none"> • exporting their product overseas • increasing the volume of production

4	Vietnam	<ul style="list-style-type: none"> • the prevailing social and cultural gender-based inequalities and biases • accessing credit from formal institutions in view of their limited access to formal education, ownership of property, and social mobility • unequal access to opportunities and markets • include business experiences, • limited knowledge of marketing strategies, • weak business associations, • lack of networking facilities • poor access to education and training programmes.
5	Bangladesh	<ul style="list-style-type: none"> • Inadequate financing • Competition • Obtaining quality raw materials, and • balancing time between the enterprise and the family
6	Uganda	<ul style="list-style-type: none"> • lack of training and advisory services • lack of managerial and technical skills, • weak infrastructure • difficulties in accessing loans, and • complicated company registration processes.
7	Rwanda	<ul style="list-style-type: none"> • restricted mobility • security
8	Morocco	<ul style="list-style-type: none"> • lack of operational and managerial skills • Cultural constraints • Inefficient production mechanisms • lack of managerial skills
9	Kenya	<ul style="list-style-type: none"> • lack of technical skills, • confidence, • strong individual involvement • the willingness to take risks
10	Africa	<ul style="list-style-type: none"> • constraints and barriers to obtaining money to start and grow their own business. • Women's inexperience of negotiating with the banks • their lack of financial confidence • access to the essential abilities, skills and experiences for business • their dual (household) and triple (community) roles and responsibilities • lack of key dedicated "time" to be able to explore and nurture their own resources • lack of abilities, skills and expertise in certain business matters. • lack of exposure to the world of business
11	Mauritius	<ul style="list-style-type: none"> • the hassle of getting permits, • the lack of market, • the ability to raise capital, • not being taken as seriously as men.

Woman as Entrepreneurs

It has assumed super importance for accelerating economic growth both in developed and developing countries. It promotes capital formation and creates wealth in country. It is hope and dreams of millions of individuals around the world. It reduces unemployment and poverty and it is a pathway to prosper. Entrepreneurship is the process of exploring the opportunities in the market place and arranging resources required to exploit these opportunities for long term gain. It is the process of planning, organising, opportunities and assuming. Thus it is a risk of business enterprise. It may be distinguished as an ability to take risk independently to make utmost earnings in the market. It is a creative and innovative skill and adapting response to environment

Given entrepreneurship's potential to support economic growth, it is the policy goal of many governments to develop a culture of entrepreneurial thinking. This can be done in a number of ways: by integrating entrepreneurship into education systems, legislating to encourage risk-taking, and national campaigns.

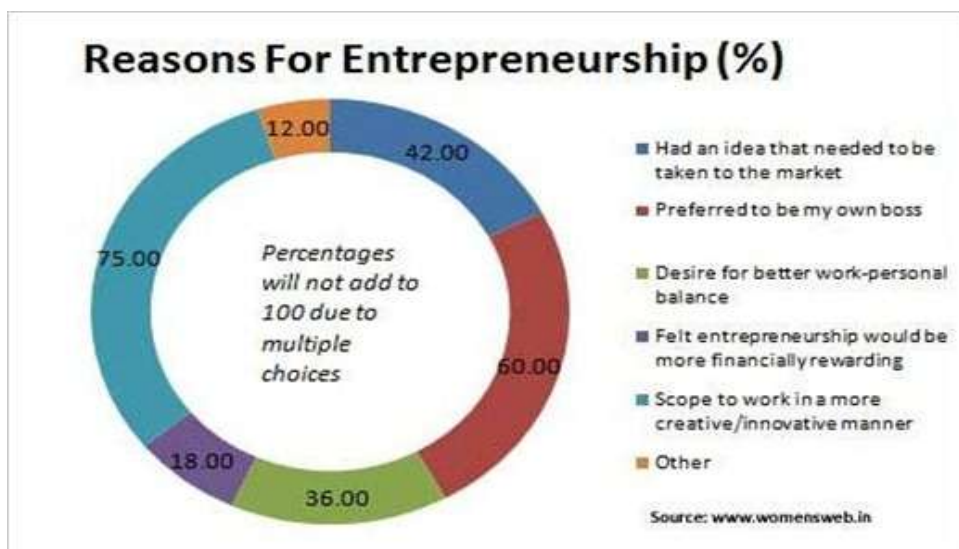
The survey pointed out that *Bangalore seemed to be the nation's top incubator for women entrepreneurs* as most of the respondents were based in the city. Kiran M Shaw, Chairman and MD of Biocon, was recently ranked 2nd most powerful woman CEO in India. She is also from Bangalore. Delhi, Chennai, Mumbai, Hyderabad, Pune and Ahmedabad followed. Interestingly, Kolkata was absent from the top metros in which women entrepreneurs in India were based. It was the only metro to be clubbed with the rest of cities in India

10



Nearly 6 out of 10
So why did these women take up

entrepreneurship as opposed to the traditionally accepted pathway to success – Get a degree, get a job and work your way to the top?



Brief Review of Related Work –

Shah (1990) in her study on ‘fostering Women Entrepreneurship – A study of Distinctive Features’ conducted on three target groups (sample 100 each) of women entrepreneurs of middle and upper middle income groups ; having science and technology (S & T) background and coming from middle and lower middle income groups and of low income groups coming from low strata of the society found out that the motive to become entrepreneur was summarized into five major responses, i.e. economic needs or pressures : utilization of own experience and education, husband’s (family’s) interest and support : availability of free time and finance and desire to become independent and personal ego satisfaction (of doing something on own).

Rao (1991) in his study on ‘Promotion of Women Entrepreneurship’ lists economic backwardness lack of familial and community support, ignorance of opportunities, lack of motivation, shyness and inhibition, preference for traditional occupation and preference for secure jobs as the factors that inhibit promotion of grass-root entrepreneurship among rural women.

Srivastava and Chaudhary (1991) in their work on ‘women entrepreneurs ; problems, perspectives and role expectations from banks’, found out that no single factor but a host of motivating factors act simultaneously on the individual creating dissonance in her, which in turn motivates her to take an action directed towards elimination or reduction of dissonance in the individual. Women faced problems mainly in the areas of marketing of their products and approaching the banks for getting loans. Personal problems like time constraint and family stress were also cited.

Rathore and Chhabra (1991) in their work on ‘Promotion of Women Entrepreneurship – Training Strategies’ state that Indian women find it increasingly difficult to adjust themselves to the dual role that they have to play as traditional housewives and compete with men in the field of business and industry. Working women are often tossed between home and work and experience mental conflicts as they are not able to devote the necessary amount of time and energy to their home and children and find it mostly difficult and sometimes impossible to pursue a career. A study by Surti and Surupia (1983) showed that

the married migrate women entrepreneurs coming from nuclear families experience greater role stress than the unmarried local women entrepreneurs coming from joint families.

S.K. Dhameja (2002) in his study on *Women Entrepreneurs: Opportunities, Performance and Problems*

S. Ganesan (2003) in their work *Status of Women Entrepreneurs in India* is output of a scientific research, brings out the truth about entrepreneurship by women. The author has proved that the data available on the number of women entrepreneurs is totally Kanishka wrong. It has been proved that most of the "women entrepreneurs" in the official list are not either women or entrepreneurs. The book is introducing the concepts of surrogate entrepreneurs, and false entrepreneurship.

"The book also discusses the empirical factors which motivate women to enter into entrepreneurship and the factors which influence them to become successful. Many social, economic, and family factors have been identified and analyzed with the help of meticulously collected primary data. The review of literature on the subject matter provided in the book is treasure house for those who research in issues connected to women entrepreneurship."

Opportunities for Women Entrepreneurship (With Project Profiles) 2005. Delhi, National Institute of Industrial Research, "Now days women are taking a vital role in the socio-economic background. Women in western world made their doubts cleared in the late fifties or early sixties, but in case of Indian women efforts were made in a systematic manner around 1970, by government and private agencies of some states to promote self employment among women. To encourage the women entrepreneurship NIIR has given some attractive projects with profiles in this book. This book will help to women in selection of viable project with in their investment limit."

D.S. Kaushik (2009) in their study *Women Entrepreneurship* define an entrepreneur in the present scenario may sound to be a too familiar and simplistic term to need any kind of definition as this word "entrepreneur" contains so many qualitative traits of a highly successful personality in the world of business, that a few lines of a definition may not be suffice to explain what a true entrepreneur conveys..

This book may prove to be useful and informative for the aspiring and upcoming women entrepreneurs planning to enter into the fields of fashion designing, import-export business, readymade garments, jewellery making, beauty parlours, small/medium scale textile business or setting up a publishing concern etc."

Objective of Study

- To study the profile of women entrepreneurs in selected manufacturing industry
- To study the problems & constraints being faced by women as entrepreneurs in selected manufacturing industry
- To study the extent of fulfillment of the expectation of women entrepreneurs in selected manufacturing industry.
- To study the attitude of women entrepreneurs towards others.
- To identify the managerial capabilities & study the training needs of women in manufacturing business for achieving growth in their enterprises.
- To study the entrepreneurial performances of women in business & to make the necessary recommendation.

RM- for proposed Study

As per its name meant how can we put the blue print for what we want where to get, in which time, what – when – who-where to get & complete the data collection.

Tools-

Research tools to measure and highlight the skills, knowledge, motives/motivations, and competencies of women entrepreneurs in selected manufacturing industries. The tools enabled to assess their performance, and identify problems faced by them at different stages of enterprise building.

The basic data were collected through field work using the following tools:

1. Questionnaire,
2. Behavioral Event Interview

Sampling -

The research study was confined to Food, Garments, leather & Miscellaneous manufacturing industries in Kanpur. It was not intended to make a comparative study of Kanpur but to cover the varied socio-economic backgrounds.

For proper representation, probability sampling based on the concept of STRATIFIED RANDOM SAMPLING was adopted for data collection. A total of 100 samples of women entrepreneurs were selected

Research plan for collecting the data

Data Sources	-	Primary data & secondary data.
Research Approach	-	Survey
Research Instrument	-	Questionnaire, interview
Sampling plan	-	Sample unit (women entrepreneurs)
Sample size	-	100respondent
Type of research	-	Descriptive Research
Limitation of period	-	2001-2010
Place	-	Kanpur city

Data Analysis

My research is based on the women entrepreneurship in Kanpur city it is a critical analysis of the women entrepreneurship situation in urban India (especially of Kanpur City) vis-à-vis the international arena. If you read my research with this chapter in the backdrop, you will appreciate why I have do this research and understand that there is more than just a ray of hope for women entrepreneurship to advance in India as well as the other big cities like Kanpur. I have tried to give comparative analysis supported by data. I would like to specify the substance of my research. My research brings out the importance of some key facts after reading the interviews of the 100 women entrepreneurs based in Kanpur City as well as the introductory information of the leading women entrepreneur of India. I want all to understand and learn from the stories of these women – adopt the positives (advantages) and explore how to improve upon the negatives (obstacles). There are four points which stand out in my research:

1. It is not necessary that a woman should have a career as defined and as streamlined as their men counterparts, mainly due to the fact that women have to balance motherhood also with their professional career. It is important that women understand that they can start their entrepreneurial journeys based on their comfort level with the stages of their family lives and the support system that they have. Some women may have their parents or in-laws living close-by or with them. For such women, it may be much easier to pursue their dreams. On the other hand there may be women who do not have a good support system and may have to start their career after the kids grow up.

My research covers stories of those women who have started their entrepreneurial dreams at very different stages of their lives.

- 2) There are many opportunities to start small businesses which can usually be started as bootstrapped businesses. It is important to look for such opportunities. Small and medium sized businesses are getting more importance in the wake of the recent recession.

Clusters of growing SMEs/SMBs can hold the economy to the ground by generating many different types of jobs and not create a job 'monopoly' as is done by behemoth organizations. A fall of such few big organizations can lead to severe job erosion, which can further lead to recession - a fact witnessed by many in the recent global financial meltdown.

- 3) It is true that entrepreneurship is needed for robust economic growth. It is also true that women are the economic force which has still not been tapped to its full potential.

So it is important to induct them also into entrepreneurial culture, with focus on their specific needs. This research will help women in understanding how to spot opportunity gaps. It has industry snippets followed by a story of a women entrepreneur. It is interesting to read these stories in the backdrop of short industry analysis of diverse segments and understand the possibility of creating a business viz-a-viz such segments where opportunities exist.

- 4) My effort here is to encourage entrepreneurship as an opportunity to create a value-added business; and not as a necessity, which is typical in case of rural entrepreneurship or street entrepreneurship – self-employment chosen by women out of poverty or other necessity. My focus is to encourage

entrepreneurship in the urban highly educated women; to encourage opportunity women entrepreneurship; to choose entrepreneurship when alternate lucrative employment options exist.

The industry snippets in my research followed by relevant stories of women entrepreneurs encourage other women to take entrepreneurship in diverse segments as opportunities for creating wealth. It encourages them to think creatively and look for possibilities beyond the typecast self-employment of opening a garment boutique or conducting subject-wise home tuitions in the traditional way.

5) Women as entrepreneurs add to the diversity when it comes to starting businesses as well as offering solutions. Importance of including this diversity is felt much strongly especially after the recent recessions and is being further explored across the globe. My research highlights technical importance of entrepreneurship for an inclusive economic growth.

Conclusions

This study profiles women entrepreneurs who own and manage small, medium and large sized enterprises in Kanpur City. It examined the problems these women faced during the setting up and continued operation of their businesses, and the work family conflicts that these women faced. It also looked at their reasons for starting a business and the self reported reasons for their success. The initial problems faced by these women seem similar to those faced by women in metropolitan cities. However, woman entrepreneurs faced lower levels of work family conflicts and seem to differ in their reasons for starting and succeeding in business the past few decades have seen an increase in the number of women starting their own companies in many countries. For example, nearly 65% of the new businesses were started by women are increasingly turning to entrepreneurship as a way of coping with the "glass ceiling" that seems to prevent them from reaching top managerial levels in organizations. Others find that entrepreneurship provides them with greater satisfaction and flexibility. The trend also has been seen in several regions of Uttar Bharat. However, the entry of women into business is a "recent development in the orthodox, traditional socio-cultural environment" of Indian society. While exact statistics are hard to come by, a decade ago, the proportion of businesses set up and operated by women was only around 1 per cent.

Under my research work I find out some major issues of women entrepreneurs

1. **Attitude of husband or family members before and after of enterprise**

The result of this question is summarized

S. No.	Attitude of husband and family members	No of respondents(100)	Percentage
1	Supportive	28	28
2	Non supportive	20	20
3	Neutral	36	36
4	oppose	16	16

In my research study, I found that different industries which are covered in my thesis such as food, garments, handicraft and other manufacturing industries, the attitude of the husband and family members before and after the start of the enterprise is neutral, feel proud, no reaction, non supportive respectively. Hence it can be conclude, that the without support of family or husband can stop women enterprise to generate income, if economic necessity are overriding concern a women income may be tolerated but it could still leave to tension between husband and wives.

Family support, or the lack of it, is of crucial importance in the decision making process for the woman entrepreneur and, depending on the response from the family, the woman entrepreneur can either be highly motivated in her new venture or completely demotivated. Since orthodox society has democrat the boundaries of economic activity for men and women, the entry of women in the sphere of entrepreneurship may be discouraged. The family may be neither appreciative of enterprise, this discouragement from the home, coupled with opposition from society at large, creates emotional and physical barriers, choudhary categorically states that “ there is lack of family support to women entrepreneurs and also access to peer support “. A comparative study of male and female entrepreneurs in Uttar Pradesh came up with the extreme finding that 95% of the female entrepreneurs faced “family problems” in the startup phase, as compared to only 16% males.

Lack of support from the family or husband can and does stop women from going out of the house to generate an income. If economic necessities are overriding concerns a woman’s income may be tolerated, but it could still lead to tension between husband and wife. Conversely, a research study revealed that the reason why 50% of the respondents chose to become entrepreneur was because

their husband/ family supported them in the decision. A study conducted by revealed that of the women entrepreneurs surveyed, 70% said that their family members were a major source of inspiration to them in their decision to start an enterprise, while 73% attributed encouragement to their husband. Only 5% mentioned a female family member as a source of inspiration. Hopefully, these findings are indicative of men’s changing perceptions in Indian society.

2. Managerial capabilities of successful women entrepreneurs in manufacturing industries in term of competencies required for survival & growth of firms.

The result of this question is summarized

S. No.	Managerial capabilities of successful women entrepreneurs	No of respondents (100)	Percentage
1	Managerial capability	20	20
2	Training	28	28
3	Both	48	48
4	Not required	4	4

(Source: primary data)

In the era of Liberalization, Privatization and Globalization along with ongoing IT revolution, today’s world is changing at a surprising pace. Political and Economic transformations appear to be taking place everywhere—as countries convert from command to demand economies, dictatorships move toward democratic system, and monarchies build new civil institutions. These changes have created economic opportunities for women who want to own and operate businesses.

3. Ideal stage of women to take up entrepreneurial career (before / after marriage)

The result of this question is summarized

S.No	Entrepreneurial	No of respondents(100)	Percentage
1	Before marriage	44	44
2	After marriage	56	56

(Source: primary data)

Women are considered not able to put together a team of high-potential entrepreneurs. People who hold such prejudice believe that woman is unwilling to share ownership with others. Early days, almost all

entrepreneurs are eager to put their own businesses complete control in their hands, but it is thought that, in and to share control and equity issues, women were more difficult to resolve.

In my research work, It can be conclude that an ideal stage for women entrepreneurs to start up their entrepreneurial career is after marriage whether it is a food, garment, handicraft or other manufacturing industries.

4. Desirable or recommended business environment for women.

While under going my research work, I have met 100 respondent in four different industries, who were facing several problems like in order to overcome these problems it can be conclude that theses can abolished with the help of the husband and family members.

Education is a boon to mankind, while lack of education to a person is a bane now-a-days. Throughout the world, we can observe that the ratio of women entrepreneurs is growing tremendously. The emergence as well as development of women entrepreneurs is quite visible in India and their over-all contribution to Indian economy is also very significant. Today the role of

5. Technical background for a woman is compulsory to take up business in manufacturing industries.

The result of this question is summarized

S.No	Technical aspect for a women	No of respondents(100)	Percentage
1	Yes	72	72
2	No	28	28

In my research, I found that the technical knowledge/training apart from general education is necessary to start women entrepreneurs for running the enterprises smoothly.

Apart from general education, the entrepreneur should possess adequate knowledge in the enterprise that they operate. Some of this couldbe obtained through technical education. Analysis was made to ascertain to what extent the women entrepreneurspossess the necessary technical education.

Again the fact was emphasized that women had chosen their line of activity in line with their education especially so in accordance with their technical education background.

6. Problems of woman entrepreneurs faced in various manufacturing Industries.

The result of this question is summarized

S. No.	Problems face by women entrepreneurs	No. of respondents (100)	Percentage
1	No obstacles	4	4
2	Start up finance	12	12
3	Lack of information/advice on how to start an enterprise	36	36
4	Finding the right contacts for your business venture	16	16
5	Being a woman/Gender discrimination	32	32

In my thesis, I have to across various problems faced by 100 respoidents working in different manufacturing industries such as financial, technical, gender discrimination or lack of information etc.

I observed that the major problems amongs the above mentioned were gender problems.

7. **Our research will show how the development of women entrepreneurs in manufacturing industries will help in the development of our society.**

The social discrimination against women reflects not only in the political, cultural, educational and other aspects, but also in their participation in Economic activities. Gender discrimination stems from the concept of traditional gender roles that women cannot be as good as male or female is subordinate to men, this stereotype thinking has led to women's low social recognition, low-evaluation, resulting a variety of gender-based discrimination.

The truth is different one. When proper exposure and knowledge are imparted to them, Indian women, proved themselves to be highly potential productive force. When proper education and environment are given, the social taboo can be broken up and women force can be used as a good human resource potential for the development of the Nation.

Female entrepreneurs have formed a social class, and in the economic, social, political and other fields are playing an increasingly important role. In reality, the gap between male and female entrepreneurial performance-great performance of female entrepreneurs is always lower than men's. Female

Entrepreneurs are always accompanied by a higher failure probability, smaller size, and lower development rate.

The development of micro enterprises in general and particular for women would be the appropriate approach to fight against poverty at the grassroot and generate income at the house-hold level.

Women are trying their level best to attain quality of opportunity in various ways which differs over the time and among societies. Women entrepreneurship enables to pool the small capital resources and skills available with women. It paves the way for fuller utilization of capital and also mobilizes the female human potential. Entrepreneurship is suitable to women and it is possible to do work when they have free time. Women who are self employed gaining better status in the society as well as in their own family.

REFERENCES

1. Aldrich, H (1989) "Networking among Women Entrepreneurs". In Women owned Businesses. Ed G. Hagan, and D. Sexton, New York, Praeger, 103-32.
2. Belcourt, M, Burket, R.J., Lee-Gosselin, H. (1991) The Glass Box: Women Business Owners in Canada. Background paper published by the Canadian Advisory Council on the Status of Women.
3. Berard, J, & Brown, D (1994). Services to women Entrepreneurs: The Western Canadian Case. Manitoba office, Western Economic Diversification Canada.
4. Bowen, D., and Hisrich, R. (1986) "The female entrepreneur: A Career Development Perspective", The Academy of Management Journal, 11, 2, 393-406. Buttner, E.H., and Moore, D.P. (1997) "Women's Organization Exodus to Entrepreneurship: Self-Reported Motivations and Correlates with Success". Journal of Small Business Management, 35 (1) 34-46.
5. Buttner, E. and Rosen, B. "Influence of Entrepreneur's Gender and Type of Business on Decisions to Provide Venture Capital". Southern Management Association Proceeding, 1988, 314-331.
6. Charest, M (1995). CEO examines the quality of life for women in today's environment. Excerpts from keynote address to the Concordia Women and Work Symposium. Reprinted in Women in Management, 5 (4), 1-3.
7. Collerette, P and Aubry, P. "Socio-Economic Evolution of Women Business Owners in Quebec", Journal of Business Ethics, 9, April-May, 1990, 417-22.
8. Comper, A (1991) Women and Banking: From Rhetoric to Reality. In Managing Change through Global Networking, (ed) L. Heslop, Canadian Consortium of Management Schools.
9. Fishcer, E., Reuber, R., Dyke, L., (1993), "A Theoretical Overview and Extension of Research on Sex, Gender and Entrepreneurship", Journal of Business Venturing, 8, 151-168.
10. Goffee, R and Scase, R. (1985) Women in Charge: The Experiences of Women Entrepreneurs, London: Allen & Irwin.

11. Hisrich, R. (1986) *The Woman Entrepreneur: Characteristics, Skills, Problems, and Prescriptions for Success*. In Sexton, D. and Smilor, R, ed, *The Art and Science of Entrepreneurship*, Cambridge: Ballinger.
12. Hisrich, R and Brush, C. (1994). "The Woman Entrepreneur: Management skill and Business Problems", *Journal of Small Business Management*, 22 (1), 30-37.
13. Hisrich, R. and O'Brien, M. (1981) *The Woman Entrepreneur from a Business and Sociological Perspective*. In Vesper, K. ed *Frontiers of Entrepreneurship Research*, Wellesley: Babson College Centre for Entrepreneurial Studies.
14. Hurley, A. (1991) *Incorporating Feminist Theories into Sociological Theories of Entrepreneurship*. Paper presented at the Annual Academy of Management Meeting, Entrepreneurship Division, Miami: Fla, August. Kent, C. (1988) *Business Education for Women Entrepreneurs*. *Journal of Business Education*,
15. Kishore, M (1992) *Developmental Needs of Trainers of Women Managers: The Indian Context*, Study Report on Women in Management, International Management Institute.
16. Lavoie, D (1992) *Women in business: A Collective Profile*, A resource guide to selected research on women-owned businesses in Canada (1975-1991). Federal Business Development Bank Lee-Gosselin, H and Grise, J. (1990) "Are Women Owner-Managers Challenging our Definitions of Entrepreneurship? An In-Depth Survey" *Journal of Business Ethics*, 9. April-May, 423-35.
17. Licunana, V (1992). *Women Entrepreneurs in Southeast Asia*. Asian Institute of Management, Manila, Philippines.
18. Mishra, J.M., Harsh Vardhan, K. and Mishra, V. (1986) "Women Managers in India and US: An Analysis of Attitudes, Myths and Skills (Parts 1)" *Indian Management*, 25, (3), 25-30.
19. Morrison, A.M., White, R.P., and Van Velsor, E. (1987) and the Centre for Creative Leadership) *Breaking the Glass Ceiling: Can Women Reach the Top of America's Largest Corporations?*, Reading, MA: Addison Wesley Publishers Inc.
20. Naik, A. (1992) *Development Programme for Women in Management*. Study Report on Women in Management, Centre for Organization Development, Hyderabad, India.
21. Neider, L. (1987) "A Preliminary Investigation of Female Entrepreneurs in Florida". *Journal of Small Business Management*, 25 (3), 22-29.