

WOMEN ENTREPRENEURS - AN ANALYSIS

(CASE STUDIES IN MARGAO AND VASCO)

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INTRODUCTION

Entrepreneurship has been acknowledged as one of the essential factors determining the growth and development of any country. Entrepreneurship development is essential for increasing production and productivity in the primary, secondary and tertiary sectors for harnessing and utilizing material and human resources, for solving problems of unemployment and under employment, for effecting equitable distribution of income and wealth, for increasing the Gross National Product and Per Capita Income.

It is an accepted fact now that women have to play a prominent role in the overall economic development of our nation, as they constitute around 50% of the total population. Women entrepreneurs number around 8% of the total entrepreneurs in India.

In India, the entrepreneurial world is still dominated by men. But the percentage of women in business is steadily increasing. They are growing more and more conscious of their role, status and rights in the society. Their hidden entrepreneurial talents triggered by persistence and perseverance contributes to amazing results. Her need for personal identity, craving for achievement, urge for independence, etc are responsible for growing entrepreneurship amongst women.

Women as entrepreneurs are now successfully gaining importance in men's world because of their economic independence, combined with the challenge of doing something on their own and the encouragements they get from the members of that family. Their involvement in business, their less aggressive nature, patience, humanity and gentleness, compared to those of men under similar conditions make women sound personnel managers in both outside and inside homes.

Women entrepreneur always display an innate capacity to calculate and shoulder risks, with a problem solving approach, they have a very high degree of achievement motivation; women also do not lag behind men in projecting a positive image of their talents and achievements. The other characteristics of women entrepreneurs can be listed as ability to think independently, imagination and creative ability, the easy adaptability to any change at home or elsewhere and resilience and ability to cope with setbacks.

Women entrepreneurship is seen as the after effect of education, enlightenment and emancipation contributing to the virtuous cycle of employment empowerment and economic development. The hands that rock the cradle should be able to break the impediments that stand in their way to attain economic, social and spiritual fulfillment. Business and entrepreneurship are the areas that challenge the wisdom and efficacy of ordinary women today and it is worthwhile to look into the nature, mode of functioning, problems and prospects of these entrepreneurs, to provide them with proper assistance and support.

A STUDY OF CITIES IN GOA - MARGAO AND VASCO:

Women entrepreneurship is the thrust area at present as the Government, banks and other agencies are out to serve this sector.

Based on this knowledge, the present study of women entrepreneurs in Margao and Vasco cities was undertaken with a view to understand the nature and conditions under which they are functioning and the problems and challenges faced by them in course of their entrepreneurial pursuits.

ENTREPRENEURSHIP- AN OVERVIEW:

Entrepreneurship is defined as, "the ability to co-ordinate, organize, manage, maintain and reap the best out of even the worst situation."

Entrepreneurship refers to the function of seeking investment and production opportunity, organizing an enterprise to undertake ventures on production or service, by coordinating men, money, machinery and material, and introducing new techniques in the overall administration of an enterprise.

In the words of A. H. Cole, "entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or organize profit oriented business unit for the production and distribution of economic goods and services."

The traditional concept of entrepreneurship i.e. combining land, labour, and capital into new productive activities, is found to be limited one today. Modern entrepreneurship is involved with anticipating the future requirements of society and successfully meeting these requirements with new, creative, imaginative combinations of resources.

The term 'entrepreneur' has been derived from the French word 'entreprendre' which means to undertake.

Peter Drucker defines an entrepreneur as one who always searches for change, responds to it and exploits it as an opportunity. Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or service.

Entrepreneurs perform a vital function in economic development. They have been referred to as the human agents needed to mobilize capital, to explore natural resources, to create markets and to carry on trade.

Entrepreneurs combine talents, abilities and drive to transform resources into profitable undertakings.

According to Oxford Dictionary, the word entrepreneur means, "both an undertaking and the readiness to engage in one."

An entrepreneur is a person in an organization with a vision, originality, and daring, who acts as the boss and decides as to how; the activities shall be carried on.

WOMEN ENTREPRENEURS:

Women entrepreneurs play an important part in the economic development of our country. Women are always considered as good managers at home and these managerial traits if properly channelised can be used to advantage in business.

The role of women in productive activities has been increasing in our country over the years.

However, the total number of business enterprises run by them is significantly small.

"Women or group of women who initiate, organize, run a business enterprise, innovate, imitate or adopt a business activity are called women entrepreneurs."

GROWTH OF WOMEN ENTREPRENEURSHIP:

Women in India constitute around half of the country's population. Hence they are regarded as better half of the society. In the official proclamation, they are at par with men. But in real life, the truth prevails otherwise. Our society is still male dominated. In India, women entry into business is a new phenomenon. Women entry into business is traced out as extension of their kitchen activities mainly to 3 P's, viz, Pickles, Powder and Pappad. With growing awareness about business and spread of education among women over the period, women have started shifting from 3 P's to engross to 3 modern E's, viz, Engineering, Electronics, and Energy.

CLASSIFICATION OF WOMEN ENTREPRENEURS:

Women entrepreneurs can be divided into three categories:

1) Entrepreneurs in large medium sector:

In this sector women entrepreneurs who have received basic managerial training, educational qualifications, professional qualifications, sometimes-even MBA degree, usually may head the medium sector and large units.

For example: Fashion Designers, Interior Designers, Architects, Engineers, Managers, etc.

2) Entrepreneurs in small sector:

Those women entrepreneurs who do not have an education or any formal training in management but have developed skills later to take up small scale industry. They choose the product with which they are familiar like weaving, pickles, making dolls, handicrafts, etc. Some also make surgical instruments, furniture and pottery.

3) Women entrepreneurs work in cities and slums:

These women entrepreneurs help women with lower means of livelihood. Theirs is service-motivated organizations, to help economically backward sections. They need government support in marketing as well as getting finance at a concessional rate for their products.

For example, NGO's like Womens' Commission, Self Help Groups etc.

CHARACTERISTICS OF WOMEN ENTREPRENEURS:

1) Sense of efficacy or efficiency:

It is a fact that women entrepreneurs are problem solvers rather than problem avoiders.

2) Risk taking:

They experience challenge undertaking task or making decisions and they are sure that their efforts can influence their success.

3) Openness to feedback and learning from influence:

For women entrepreneurs, learning from experience and pre- planning on the basis of feedback

that the environment provides help them in modifying their goals.

4) Need for independence:

Women entrepreneurs have a great sense of independence and a strong determination.

5) Hope of success:

Women entrepreneur starts her enterprise with the will to succeed. This brings tremendous confidence in their mind.

6) Completion and Collaboration:

It has been observed that all women entrepreneurs compete with their male counter parts in business or products. If some collaboration is to their advantage, women entrepreneurs try to unite in such collaboration, inspite of the fact that they are competitive in their collaboration.

7) Flexible authority relationship:

Women entrepreneur present herself as very protective of her employees and set personal example of hardwork.

8) Dignity of Labour:

High sense of dignity of manual labour is forced in conscious women entrepreneurs. The experience of industries suggests that where women having low resistance to manual labour have succeeded as entrepreneurs where as those who hesitated to work with hands failed.

Other features are Creative, Calculated risk taking, Future oriented, Hardworking, Goal oriented, Positive attitude, Courageous, Good communication with people and so on.

Problems of women entrepreneurs

(1) Need for Achievement, Economic Independence and Autonomy is absent:

Need for achievement, independence and autonomy are the basic ingredients required in a successful entrepreneur, but these basic requirements are absent or found in negligible quantities in a woman in India. She is held back by her own pre-conceived notions of her role in life. She sees herself only in the image of a perfect mother, wife and house-maker. She is proud to bask in the glory of her husband, father, son, etc. this results in a conflict, which inhibits achievement, independence and progress. Therefore when the very urge is absent how can she be motivated to be an entrepreneur?

(2) No Risk Bearing Capacity:

All throughout her lifetime, she has lead a protected life determined be the family members. In her childhood, she relies on her parents or elder members of the family, in her adulthood she relies on her husband and in-laws and again in her old age she depends on her husband and sons, i.e., at no she has faced the risk of life all alone. Therefore, she has no confidence to bear the risk of life all alone. Then how can she be an entrepreneur, when business is nothing but a risk bearing enterprise?

(3) Educational Problems:

Surveys have found that literacy among women is very low in India. Due to the lack of education, many women are unaware of the latest technological developments, market trends

and all encouragement/schemes provided by the government. This creates further problems in setting up and running up of business enterprises. Studies have revealed that uneducated women do not have the knowledge of measurement as well as basic accounting. They have their own system of accounting, which may be sufficient to a petty business, but certainly not a business enterprise.

(4) Family Involvement:

In India, it is almost only a woman's duty to look after the children and other family members of the family. Her involvement in family problems leaves less energy and time to come out of her shell and play significant roles in economic development.

(5) Male dominant society:

Equal treatment to men and women is absent at the family level and social level. When a woman steps in at the middle management or top management level, she has to face hostile reactions from her, male colleagues especially from those who are subordinates or at par with her. The male superiority ego complex creates barrier in the pathway of success. This situation is found sometimes even between a husband and a wife and usually such circumstances a woman succumbs to the male domineering ego.

(6) Lack of Information and Experience:

The lack of information and experience makes it very difficult for her to select the technology, market and location, and also tackle problems related to labour and finance. The Government realizing the need and importance of woman entrepreneur's participation in the contribution to the economy have offered some assistance thereby trying to create a favorable climate for woman entrepreneurs to play a significant role in the rapid development of India.

(7) Production Problems:

These problems are encountered by the women entrepreneurs during production process. The problems can be inadequate availability of land, plots and premises, problems of getting required inputs, inadequate technical support of product identification and machinery utilization, lack of up-gradation of technology, research and development and quality control, and poor inventory management.

(8) Marketing problems:

Now-a-days marketing problems are common to all entrepreneurs. Most of them find it difficult to market their products. They do not possess the knowledge of how to market their products and whom to contact for the purpose. As women they face these marketing problems still more. The other marketing problems can be heavy competition with big enterprises, exploitation by middlemen and difficulties in collection of dues, inadequate sales promotion avenues, and lack of export marketing support.

(9) Financial Problems:

Financial problem is a major problem faced by all entrepreneurs. Finance is essential to start as well as to run a business enterprise. Most of the women entrepreneurs are facing financial problems at the time of starting as well as during operation of the business enterprises. The other problems are problem of getting loan and subsidy. Insistence or

collateral and margin money requirement, time taken to process loan, tight repayment schedule and poor financial management and maintenance of account.

(10) Socio- personal problems:

Most of the women are facing the problem of wrong attitude of the society against them. In a male dominated society, women are encountered with many socio-personal problems. These problems can be lack of family and community support, male dominated society, lack of education and information, economic backwardness and low risk bearing capacity.

Institutional Support

The Institutional Support for women entrepreneurs in India are many giving both formal training and financial supports. They include the following:

- National Institute of Entrepreneurship and Small Business Development (NIESBD), Delhi, conducts EDP's, organizes courses, designs policy for Entrepreneurship Development including women.
- Entrepreneurship Development Institute (EDI), Ahmedabad, conducts research and impart training and guide them in choosing prospective projects for women entrepreneurs.
- Small Industries Development Bank of India (SIDBI), provides training and extension services to women entrepreneurs and extends financial assistance.
- National Alliance of Young entrepreneurs (NAYE), set up women wing in 1975, which trains women entrepreneurs, conducts exhibition of the products of women entrepreneurs and also awards the best products. It has recently recommended to include Association of women entrepreneurs in the coordinating Advisory Selection Committee of women entrepreneurs.
- Indian Financial Corporation of Industries (IFCI) extends interest subsidies for women.
- National Association Women Entrepreneurs and Executives (NAWEE), acts as a spokesman for women with various levels, such as Government, Institutes, organizations, agencies, etc.
- State Bank of India extends loans and conduct EDPs.
- District Industries Centers, periodically conduct, EDPs, help in selecting the projects and also recommend the financial institutions to extend loan to women entrepreneurs.
- National Small Industries Corporation gives machinery support on hire purchase basis.
- Small Industries Service Institute also conducts women entrepreneurship training programmes and gives guidelines to choose the nature of industries.
- NRDC, KVIC, CSWB, LB, SFC, IDBI and the rural development programmes such as PMRY, DWCRA, IRDP etc also extend various assistance to women entrepreneurship.

It is seen that most of these institutions offer support only to urban and not much to rural entrepreneurs. Traditionally, KVIC, and to some extent the employment schemes such as PMRY and SEUP are catering to the needs of rural entrepreneurship development. The NGOs, operating in rural areas in addition to forming self-help groups may also concentrate on entrepreneurial development.

Government Assistance to Women Entrepreneurs

Indian Government has developed many training and research institutes like National

Institute of Entrepreneurship and Small Business Development (NIESBUD) at New Delhi, (an apex organization for coordination and research policy formulation), Entrepreneurs Development Institute of India at Ahmedabad, set up by Development Bank of India, Uttar Pradesh of Entrepreneurship Development set up by U.P. government at Lucknow, State Bank of India has a training wing for Entrepreneurship Development.

For universities in India have offered small business Management institutes. For the first time in India a 'National Workshop on Women in Management' was organized on 16th January 1998 at New Delhi, headed by Dr. Reena Ramchandran (winner of the title 'Best Woman Executive' in 1986 by the Institute for Marketing and Management).

In the 40th Small Scale Industry board meeting in New Delhi, the board has decided that that woman entrepreneurs should have a separate identity. So that they can avail of complete protection from Government, Financial institutions and agencies.

Again there are some schemes for development of women entrepreneurs organized by IDBI, entrepreneurs Development Institute of India, Technical Consultancy Organization, KVK, Motivation and Training.

In addition to the services and assistance from the above agencies motivation, training and development of certain traits in women are a must.

The family members must provide motivation. Moreover, a woman must herself realize the inherent capabilities. Infact, every women play the role of Manager in her day-to-day life, i.e., in the role of a mother or wife, she plans budgets, organizes, co-ordinates, executes and also attain the objective. When she is already accustomed to this role she must realize that managing an enterprise would be easier to her than it is for men. Some motivational development programme must be organized wherein she is provided with morale boost and technical information through case studies, talks form unsuccessful women entrepreneurs, experience sharing sessions, etc.

Training programmes must be organized to train her in various fields like purchasing, legal requirements, production plans, project reports, investment decisions, working capital requirements, inventory control, swot analysis, etc.

Certainly with the help of the above programmes it will not take long to bring a revolution in the evolution of women entrepreneurship.

Qualities of an ideal entrepreneur

According to James a good entrepreneur is:

- (a) An enterprising individual in the ordinary sense of the term, that is, energetic, resourceful, alert to new opportunities, able to adjust to changing conditions and willing to assume risks involved in change.
- (b) Interested in technological changes and improves the quality of his product.
- (c) Interested in expanding the scale of operations and reinvest his earnings in the business.

What is most important for an entrepreneur is the spirit of enterprise. The qualities of ideal entrepreneur which may be deemed to be personal traits are:

- (a) **Initiative:** the entrepreneur should be resourceful and alert to opportunities. He should be ambitious and welcome additional tasks.
- (b) **Leadership:** He should posses leadership qualities: he should be forceful, commanding, inspiring confidence in others and above all, loyal.

- (c) **Responsibility:** He should accept and welcome Responsibility without any protest and should not shirk it in any way.
- (d) **Industry:** The entrepreneur should be energetic and capable of working hard for long hours.
- (e) **Sincerity:** He should be courageous and sincere in his duties.
- (f) **Decisiveness:** The entrepreneur should be able to take quick and accurate decisions. Indecisive entrepreneurs always suffer. It is most important that he takes accurate and timely decisions. Quick but unsound decisions may be as harmful as sound decisions taken late.
- (g) **Perseverance:** An ideal entrepreneur should be steadfast in purpose and should not be discouraged by obstacles. He should be persistent but not foolhardy in his efforts.
- (h) **Physical Energy:** Physical Energy and physical fitness are a plus point in favour of a good entrepreneur.
- (i) **Attitude to others:** A negative attitude is always bad. An ideal entrepreneur should have positive attitude, a friendly interest in people, pleasant manners, and should be polite and co-operative. He should not be of quarrelsome nature.
- (j) **Education & Training:** The most important thing necessary for an ideal entrepreneur is business education and training.
- (k) **Boldness:** An entrepreneur should be bold and even daring. He should be courageous, dynamic and ready to take risks after properly evaluating them.
- (l) **Responsiveness:** The entrepreneur should be responsive to the changing environment and should have, as his ultimate goal, self-expansion. The primary goal should be survival and growth.

Personal traits coupled with a congenial environment and proper motivation, promote entrepreneurial activities. New entrepreneurial talent should be developed and a congenial political, social and economic environment should be created to accelerate the pace of industrialization.

Risks of an Entrepreneur

Entrepreneur involves four types of risks.

(a) Personal risks:

The individual deciding to become a business entrepreneur has to be prepared to sink or swim in the career he has chosen. There are heavy opportunity costs involving physical hardship and the emotional strain in an irregular though sometime strain in an irregular though sometimes attractive income. The entrepreneur also often has to deny himself the pleasure attached too family and social life.

(b) Financial risks:

While there are possibility of getting a good return and sometimes very attractive return to the capital invested there is also risk of business failure which may drive the entrepreneur into bankruptcy. The impact in the latter case would be particularly hard if the person has put all his life savings in the business and he has nothing else to fall back upon, on the other hand, if he has borrowed he money from banking and financial institutions then he is hopelessly in debt.

(c) Know-how risk:

This is the risk involved in entering business or industry without adequate preparation in terms of know-how required for business success are technical and mechanical.

(d) Vested-interest risk:

There may be vested interest which may like to run his prospect entrepreneur most clearly identify these risks ultimately a successful strategy.

FACTORS THAT CAUSE WOMEN TO TAKE UP ENTREPRENEURSHIP

The factors that cause women to take up women entrepreneurship are:

1) Pull factors

Pull factors are those opportunities that are positively built in the minds of women as they pursue their career, for instance, ambition to be self employed, availability of government subsidies, schemes, financial assistance, etc. These factors along with enthusiasm and willingness help women to start their own business.

2) Push factors

Push factors include the circumstances or the situations that women may find themselves that have perhaps compelled them to be self reliant by starting their own business. It could be either the death of husband, financial crises, no source of income and so on. These factors will ultimately push women to find a better way to survive in the society independently, i.e. by being self employed and thereby supporting their families.

WOMEN ENTREPRENEURS IN GOA:

Goa, a tiny Emerald land on the West Coast of India, with its natural scenic beauty, abundant greenery, attractive beaches, temples and churches with distractive style of architecture, colourful and lively feasts and festivals and above all hospitable people with a rich cultural milieu, has an ideal tourist profile.

Goa is administratively divided into two districts eleven talukas.

During the last decade and half, Goa has experienced a welcome change in the earlier concentric pattern of industrial development. Also, there has been better diversification of products manufactured by industrial sector. There has been drastic change in small scale industries and women entrepreneurs in Goa.

OBJECTIVES OF THE STUDY

- 1) To identify the general profile and nature of business of the women entrepreneurs
- 2) To study the contributing factors to the success of the enterprise.
- 3) To examine the socio-economic conditions under which these entrepreneurs are functioning.
- 4) To identify the problems faced by them and solutions they have developed to deal with these problems.

SAMPLE SURVEY:

The survey was carried out with 60 sample women entrepreneurs who were selected according to convenience sampling method from Margao, and Vasco cities. The data were collected by means of interview conducted with the help of interview schedule. Open ended questions were provided for the sampled members to express freely of the problems faced by their business and extend suggestions/ messages to other aspiring entrepreneurs in the light of own experiences.

The collected data were analyzed by means of simple statistical tools such as averages, percentages, ratios, etc. The findings of this study are presented under the various aspects such as profile, investment and sources, returns, challenges, future plans, etc.

SCOPE OF OUR STUDY:

Our study is restricted to women entrepreneurship in Margao and Vasco cities of Goa only.

METHODOLOGY:

- The data collected is divided into two categories, primary and secondary.
- In the Primary category, a questionnaire was administered to women entrepreneurs followed by subsequent interviews.
- The Secondary sources include information from books, journals, magazines, websites, etc.

LIMITATIONS OF THE STUDY:

- 1) Our study is confined to Margao and Vasco cities only.
- 2) The information rendered from questionnaires given by the women entrepreneurs could be biased and incorrect.
- 3) Conclusion derived from analysis of questionnaire may vary from person to person, as it is subjective.
- 4) It was difficult to interview less educated women entrepreneurs, as they were unable to communicate their thoughts and give proper information to us.
- 5) Women entrepreneurs at times showed less co-operation and refused to disclose information due to fear of Government interferences like Income Tax etc.

ANALYSIS OF DATA:

The Questionnaire was divided into two parts:

Part A: Profile of Women Entrepreneurs

Part B: Entrepreneurial Performance

The Profile of Women Entrepreneurs interviewed by us from Margao and Vasco cities is as follows:

- As regards the Age Level of the samples women entrepreneurs, it is observed that 60% of them belonged to the age group of 30-40 and 40% within 40-50.

Briefly put, the large majority of them 60 % belonged to the middle age group, between 30 and so. Being experienced and mature in decision-making, these women show prowess for risk taking and hard work.

- As regards education, the sampled women entrepreneurs were generally educated. 70% of them were degree and diploma holders. 30% had education up to HSSC.

It is heartening to note that more and more women of high education and caliber are entering the field of entrepreneurship.

- As regards type of family, 40% of the sampled women belonged to joint family, and 60 % belonged to nuclear family.
- As regards their family occupation, 40% of sampled women entrepreneurs' family occupation is 'service' and 60% of sampled women entrepreneurs' family occupation is 'business'
- As regards their Marital Status at the time of starting enterprise, 90% of sampled women entrepreneurs were married and 10% were unmarried.
- As regards duration and type of experience before establishment of enterprise, none of the sampled women had previous experience.
- As regards entrepreneurship related training attended before starting enterprise, none of the sampled women said 'yes'.

Entrepreneurial Performance of Women Entrepreneurs interviewed by us from Margao and Vasco cities is as follows:

- The nature of business of the respondents belong to various categories like catering 10 %, tailoring 30%, stores and stationary 10 %, jewellery 10%, readymade garments 20 %, food processing 5 %, and others 5%

Thus, women were found engaged in areas more of their feminine taste and knowledge, and this is one of the reasons for their sustained growth.

- As regards their year of establishments, 10% of the respondents have been in business for a period below 5 years, but those between 5-10 years constituted 65 % and 25% survived beyond 10 years.

Thus, a major number of these entrepreneurs were found quite experienced, weather beaten and sturdy enough to withstand the vagaries of any adverse condition.

- As regards form of organization, all respondents run sole proprietorship concerns.
- As regards persons employed in their enterprise, 10 % of respondents had 20 persons employed with them where as 90 % have around 5-6 working under them. This shows that these women entrepreneurs contribute in generating employment opportunities for other women in the society.
- As regards 'Motto' of starting their business, preference for self employment was the strongest reason with 90 % of the respondents, 5% of women had business obtained from the experience of family business which they took over in course of time, where as 5% claimed that their entry into the particular field was mere accident.
- As regards problems faced in business, 45 % of the respondents said that they faced financial problems, while every respondent said that they faced a problem in marketing and competition.
- As regards financial assistance, the sources of capital were manifold, but the main sources were their own funds and bank loans. 60% of them had their own funds, 30% borrowed from banks, 10% of them borrowed from their friends and relatives.
- As regards amount of capital invested in the business, these units were found to be quite tiny. Only 40% of the units had the capital above Rs 50,000/- and the balance 60% below this level.

- As regards their monthly income, the 90% respondents mentioned that their average monthly income range is between Rs 5000/- to Rs 15000/- p.m. 10% of sample respondents reported their monthly income below Rs 5000/- p.m.

Thus, their business ventures were found quite high rewarding, considering their efforts and investments

As regards their comments/ suggestions/message for other women, following points were revealed by the respondents:

- ❖ All the respondents expressed their immense happiness and satisfaction as women entrepreneurs, quite successful and confident. The economic freedom and social independence they enjoy today compensated for their struggle and initial losses.
- ❖ By way of suggestions to improve this kind of ventures these respondents expressed that banks should provide adequate and timely credit to them
- ❖ Quality, Innovation, and Customer Satisfaction are most important
- ❖ There is no substitute for persistent hard work, perseverance and determination.
- ❖ SWOT Analysis and Market Research are inevitable before commencement of the business.
- ❖ More and more women with confidence should enter into the business and become independent.
- ❖ Failure should not be taken as depression, as it can be a leading stone to success.
- ❖ Women should always come forward to bring out their talent, strength and ability. Sense of optimism should also be there.

CONCLUSION AND SUGGESTIONS:

To sum up, the women entrepreneurs today are an emancipated lot, a force to reckon with. They are bound to succeed in the field of business with their intrinsic qualities of human relations, perseverance, cash management techniques, winning tactics, etc

Male domination and other psychological taboos attached to women are yet to be challenged;

Educating women entrepreneurs in business and managerial skills is essential. Short term courses can be arranged for them to make them proficient in the areas of working capital management, costing techniques, sales promotion, marketing management, etc.

Computer should become part of their venture. Documentation, accounting, and bookkeeping, communication, etc must be carried out systematically.

Women entrepreneurs should form themselves into associations area wise/ industry wise, in order to promote business interests like credit, marketing, advertisements and such other causes common to them.

They should experiment and innovate continuously and implement new technology so as to achieve cost- efficiency and competitiveness.

Finance must be made available to these women entrepreneurs without many restrictions so that viable projects do not suffer for want of institutional credit.

Success stories of other women entrepreneurs also would help.

nyway, it is high time women are brought out of their reverie, into the main stream towards the overall economic and social development of our nation and our state.

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