

Chapter 2

REVIEW OF LITERATURE

The review of literature relating to the study on **“Economic Empowerment of dalit women through entrepreneurship in Coimbatore District”** is discussed under the following heads:

- 2.1 Importance of women entrepreneurship;
- 2.2 Theories of entrepreneurship;
- 2.3 Motivational factors for women entrepreneurship;
- 2.4 Constraints faced by women entrepreneurs;
- 2.5 Measures needed to promote women entrepreneurship;
- 2.6 Empowerment of women through entrepreneurship;
- 2.7 Studies on entrepreneurship among dalits;
- 2.8 Specific studies relating to the topic and
- 2.9 Other related studies.

2.1 Importance of women entrepreneurship:

According to Debrath (1999), in the eve of globalisation, the development of women entrepreneurship is the key factor for ushering economic prosperity and well being of any country. According to United Nations Industrial Development Organization, (2001) women’s productive activities, particularly in industry, empower them economically and enable them to contribute more to overall development. Women’s entrepreneurial activities are not only a means for economic survival but also have positive social repercussions for women themselves and their social environment.

Dhulasi Birundha (2002) noted that women’s empowerment through entrepreneurship helped to improve women’s status in society and strengthen their economic status. Women entrepreneurship helps in improving the welfare of women and therefore empowerment of women. According to Sunil Goyal (2004) women entrepreneurship lies at the centre of economic development. It is the process where women take lead and organize a business or industry and provide employment opportunities to others. According to Ramamoorthy and Ramesh Kumar (2004),

women entrepreneurs help industrial development, promote economic development and help to solve the problems of unemployment and poverty.

In the view of Arundhati Chottapadhyay (2005), a woman as an entrepreneur is economically more powerful because ownership not only confers control over assets but also give her the freedom to take decisions. This will also uplift her social status significantly. Through entrepreneurship; development of women will not only generate income for her but also will generate employment for other women in the locality. This will have the multiplier effect in the generation of income and poverty alleviation.

In almost all the developed countries in the World, women are putting their steps at par with the men in the field of business. Women's economic activities play a crucial role in the growth of many of the World economies (Minniti et al., 2005). Nancy Carter (2006) observed that women's business can make momentous contribution to the economy.

Mirjam van Praag and Peter Versloot (2007) examined the claim that entrepreneurship has important economic value. The relative contribution of women entrepreneurs to the economy are employment generation, innovation, productivity and growth. They observed that entrepreneurs have a very important and specific function in the economy. They engender relatively much employment creation, productivity growth and produce and commercialize high quality innovations. According to Kristina Collén (2007), an economic engagement is a premier step for poor women in the process of empowerment. As women are empowered, the health and education standards in the family increase. Mohammad Badruzzaman Bhuiyan (2007) found that the women entrepreneurs, who have emerged as leaders in the socio-economic development, have earnings for themselves and for their families.

According to Alfiya Sultana (2010), women are interested to establish their own business professionally both in the urban and rural areas to overcome poverty, generate family income and increase standard of living. Rajyalaxmi (2012) noted that entrepreneurship gives women an independent means of creating wealth and becoming self-sufficient in the society. Since it is women who administer the household, a higher standard of living for women ensures good governance.

According to Vijaya Bharathi and Harinatha Reddy (2013), women are considered to be very important role players when it comes to generating income to support their families. Entrepreneurship is a critical aspect which leads women onto a path of socioeconomic independence and in turn satisfies the needs and aspirations for better living standards.

2.2 Theories of entrepreneurship:

Cantillon (1755) was the first person to introduce the term 'entrepreneur', in the early 18th century. He defined 'entrepreneur' as an agent who buys factors of production at certain prices in order to combine them into a product with a view to selling them at uncertain prices in future. Cantillon emphasized the functions of 'risk taking' and 'uncertainty bearing' and illustrated the concepts by giving examples of farmers, manufacturers and traders, since risk and uncertainty are inherent in these activities.

Say (1767), developed the concept of entrepreneur and he emphasized the functions of coordination, organization and supervision. In his view, an entrepreneur is one, who combines land, labour and capital and produces a product. In his view, the entrepreneur is an organizer and speculator of a business enterprise, who shifts economic resources from an area of lower productivity into an area of higher productivity.

According to Walker (1840), a true entrepreneur is one who is endowed with more than average capacity in the task of organizing and coordinating the various other factors of production. The more efficient entrepreneurs receive a surplus reward over and above the managerial wages and this sum constitutes profit ascribed to superior talent.

Drucker (1909) defined an 'Entrepreneur' as one who always searches for change, responds to it and exploits it as an opportunity. He has aptly observed that 'innovation' is the specific tool of entrepreneurs, the means by which they exploit changes as an opportunity for a different business or for a different service and hence entrepreneurs need to search purposefully for the source of innovation.

Marshall (1949) tried to explain equilibrium conditions in the markets under the assumptions of perfect knowledge and information, perfect competition, existence of homogenous goods and free entry and exit. Marshallian analysis depicted small contributions from a very large number of modest entrepreneurs to lead economic progress.

According to Schumpeter (1950), it is the introduction of new product and the continual improvements in the existing ones that lead to growth and development. Schumpeter says that 'Entrepreneur' is such a factor of production who introduces new combinations of factors of production. In Schumpeter's model, economic growth depends upon technological conditions of the economy and the technological changes depend upon the activities of entrepreneurs and the activities of entrepreneurs depend upon entry of new entrepreneurs and creation of credit. In his view, the entrepreneur moves the economy out of the static equilibrium by creating new products or production methods thereby rendering others obsolete. This is the process of "creative destruction" which Schumpeter saw as the driving force behind economic development.

Schultz (1975) argued that entrepreneurship is closely connected to situations of disequilibria and that entrepreneurship is the ability to deal with these situations. In disequilibrium, agents are acting sub-optimally and can reallocate their resources to achieve a higher level of satisfaction. Entrepreneurship is the ability to coordinate this reallocation efficiently and it follows that agents have different degrees of entrepreneurial ability. Furthermore, since entrepreneurship is an ability that can be augmented by investment, a market for entrepreneurship exists and that it is possible to analyze entrepreneurship within the conventional supply and demand framework.

As per management economic theories formulated by Stevenson and Jarillo (1990), a company's management practices range along a spectrum from highly entrepreneurial side to highly administrative side. A "promoter" characterizes the entrepreneurial side of the spectrum and a "trustee" characterizes the administrative side. The promoter's sole intent is to pursue and exploit opportunities regardless of resources currently controlled, while the trustee aims to efficiently use the resources currently controlled. Stevenson's original description of entrepreneurial

management consists of six different dimensions: strategic orientation, commitment to opportunity, commitment to resources, control of resources, management structure and reward philosophy.

Kirzner (1997) argued that initially the economy is in disequilibrium and the competition among 'alert' entrepreneurs leads to equilibrium. In his view, an improvement in the technique of production or a shift in preferences leads to disequilibrium in the market where initially there was equilibrium. If there is equilibrium in the market there is nothing for the entrepreneur to do since everybody will be able to carry out his initially determined exchange plans. But whenever the change has occurred, some planned activities will not be realized. The alert entrepreneur discovers and exploits new business opportunities and eliminates "utter ignorance" and thus moves the economy towards equilibrium, which is the state where no more information can be discovered. Since there is a lot of uncertainty in the business environment, profit is always a speculative affair by the entrepreneurs and therefore entrepreneurship is an act of risk taking.

2.3 Motivational factors for women entrepreneurship:

Schwartz (1979) in an exploratory study of twenty female entrepreneurs found that their prime motivations for starting a business were the need to achieve, the desire to be independent, the need for job satisfaction and economic necessity. Sinfield (1981) observed that with high levels of long-term unemployment, proprietorship is becoming an important means of employment for many women. Cooper (1981) proposed that three factors influence entrepreneurship - antecedent influences (i.e., background factors such as family influences and genetic factors that affect motivation, skills and knowledge), the "incubator organization" (i.e., the nature of the organization that the entrepreneur was employed in just prior to starting a business, the skills learned there) and environmental factors (e.g., economic conditions, access to venture capital and support services).

Mohiuddin Asghari (1983) through the study on 'Entrepreneurship Development among women' observed that women became entrepreneurs due to: economic needs, as a challenge to satisfy some of their personality needs (power, achievement, novel experience, etc.), as a family occupation, as a leisure time activity

and educated women like to utilise their knowledge gained. Goffee and Scase (1983) stated that those women who are economically marginalised because of lack of opportunities for paid employment may have no option but to start their own business as a source of earnings. Singh and Senguptha (1985) observed that more educationally qualified women perceived entrepreneurship as a challenge, ambition fulfilment and for doing something fruitful, whereas those less educationally qualified perceived entrepreneurship as a tool for earning quick money. Huntley (1985) by using a case study approach noted that women ventured into entrepreneurship because of a desire to be independent and to be in control of their lives. According to Scott and Hisrich (1986), major motivations for women to start a business were the need to achieve, the desire to control and be independent.

Shah and Hina (1987) observed that the distinctive feature of women entrepreneurs is need for achievement and self-sufficiency in terms of internal and external resources. Morrison, White and Van Velsor (1987) who had a different view about the reason for women entrepreneurship, observed that in the West, women were increasingly turning to entrepreneurship as a way of coping with the 'glass ceiling' that seems to prevent them from reaching top managerial positions in organisation. Similarly Cromie (1987) found that women are less concerned with making money and often choose entrepreneurship as a result of career dissatisfaction. They also see entrepreneurship as a means of simultaneously satisfying their own career needs and those of their children and family. According to Shah and Hina (1987), the major motives to become an entrepreneur are economic needs, utilisation of own experience and education, desire to be independent and satisfaction of doing something on one's own.

Shane, Kolvereid and Westhead (1991) observed that women were driven by entrepreneurship more by the need for achievement than by monetary reasons. In the view of Belcourt, et al, (1991) women were more likely to start a business as an option to limitations in career advancement. Neelam (1992) found that women chose micro enterprises because they value the quality of their lives. It allows them to stay in control of both their business and their personal lives to integrate their career roles and family. According to Lavoie (1992), women were more likely to start a business for the challenge and opportunity for self-fulfillment.

Dhillon (1993) found that the most important factor for the success of the entrepreneur is 'commitment to work'. The women entrepreneurs are willing to take high personal risks, but moderate risk in delegation of authority and responsibilities to employees and they have a high need for achievement and independence. Shaver, Gartner and Gatewood (1995) stated that women decide to become entrepreneurs for such reasons as self-fulfilment and as a way to actualise personal goals that focus on family. Self determination, expectation for recognition, self esteem and career goal are the key drivers for taking up entrepreneurship by women (Moore and Buttner, 1997).

Sumi Guha (1999) in the study on 'Entrepreneurship and empowerment of women' remarked that the main reason behind the inclination of women towards self-employment is lack of job opportunity and increasing cost of living. Lokeswara Choudary (1999) based on a study of women entrepreneurs of Vikram Sarabhai industrial estate in Chennai city found that the factors which motivated the entrepreneurs to undertake business are previous experience, to supplement family income and to get economic independence.

Chethana Bhag (2000) observed that entrepreneurship among women is a situational phenomenon rather than an individual phenomenon and extended family system stimulate the entry of an individual to the entrepreneurial activities. In the view of Micheline and Leo (2000), entrepreneurial activity is found to be successfully undertaken by women who succeeded in increasing their entrepreneurial abilities and reducing the risk of starting a business through a learning process that takes place through ageing, professional experience and apprenticeship. An exploratory study on women entrepreneurs of Hyderabad and Secunderabad cities conducted by Aravinda and Renuka (2001) revealed that the most common motivational factors influencing women entrepreneurship were self-interest in that specific area of enterprise, self-respect and economic necessity. The facilitating factors in the maintenance of the enterprise were self-interest, experience, family-help and support. Similarly Seenivasagalu (2001) through the study of 'Women entrepreneurs and executives' in Chennai city found that women entrepreneurs are mainly motivated by 'education and previous experience'. According to Mathialagan (2002), socio-demographic and

economic variables play a significant role in shifting the women folk into a new stream of life and women entrepreneurs prefer service sector.

Beena and Sushma (2003) in the study on 'Women entrepreneurs managing petty business' found that the reasons for starting their enterprises are monetary returns and need to support family. Femina Handy et.al, (2003) by analysing factors influencing women entrepreneurs of non - Governmental organisations observed that previous experience in the sector, education and family background play an important role in women entrepreneurship. However Nirmala Karuna D'Cruz (2003) observed that many women started business only after all their attempts to secure a regular, secure and salaried job failed.

Satya Sundaram (2004) found that there is an increased interest among women to enter self-employment activities basically for economic reason. Krishnaveni Motha (2004) in the study on women entrepreneurship in rural areas of India also observed that the majority of women entered the entrepreneurial field to supplement family income and non-availability of Government jobs. Innovativeness, risk taking propensity and perseverance are found to have significant influence on women entrepreneurs (Nelson and Cengiz, 2005).

According to Bholia et al., (2006), entrepreneurial activity arises from different circumstances and motives that drive the decision to start a business. The decision to become self-employed may stem from the push effect of unemployment and also from pull effects induced by a thriving economy producing entrepreneurial opportunities. Similarly Shankar and Vijayalakshmi (2007) by examining motivating factors among women entrepreneurs in Chennai noted that women entrepreneurs are motivated by the pull factors.

According to Kavitha and Ramachandran (2007), pull and push factors influence the women entrepreneurs in India. Pull factors include desire to do something new in life, need for independence, availability of finance and provision of subsidies. Push factors are those which compel women to become entrepreneurs. They include financial problems, responsibility in the family, unfortunate family circumstances like death of the husband or father, divorce and the like. According to Maitreya Dixit (2008), community and family background contributed to the success of

prospective entrepreneurs and formal education has not been a positive factor in entrepreneurship development. Afrin, Islam and Ahmed (2008) aimed at identifying the factors related to the development of entrepreneurship among women borrowers through micro credit programs. Using a multivariate analysis, the study found that financial management skills and the group identity of the women borrowers have significant relationship with the development of rural women entrepreneurship in Bangladesh.

Chinonye (2009) by examining the motivational patterns of women entrepreneurs in small and medium scale enterprises based on the sample of 422 women entrepreneurs showed significant relationship between motivational patterns of women entrepreneurs and their performance. The study also revealed that motivational factors which were classified into four different categories (push and pull; intrinsic and extrinsic; forced and chanced and internal and external factors) can act as both predictive and preventive measure for women entrepreneurs. Sunil Deshpande and Sunita Sethi (2009) noted that attitude change, risk-taking abilities of women, support and cooperation by society members, changes and relaxations in Government policies etc. motivate women to take up entrepreneurial activities. Bharathi (2009) in the study on 'Motivational factors of women entrepreneurs with special reference to Western region in Tamil Nadu' covering 100 women entrepreneurs in and around western region noted that the personal factors and economic factors were majorly motivating women entrepreneurs.

According to Syed Shah Alam et.al (2010), family support, social ties and internal motivation have positive and significant effect on the success of women entrepreneurs in the small business. Kanchana et.al, (2010) by analysing driving factors and growth of women entrepreneurs in Coimbatore District noted that the contribution to family income is the important motive for starting an enterprise by women. Cohoon, Wadhwa and Mitchell (2010), identified financial and psychological factors motivating women to become entrepreneurs. They are desire to build the wealth, the wish to capitalize own business ideas and a long standing desire to own their own company.

Panchanatham, Vijay Anand and Shreenivasan (2011), in the study on 'The affluent women entrepreneurs in TamilNadu: Motivational factors' noted that incentives and subsidies have stimulated and provided support measures to women entrepreneurs. According to Meenu Goyal (2011), women entrepreneurs are engaged in business due to push and pull factors, A sense towards independent decision making on their life and career is the motivational factor behind this urge. Under the influence of these factors, the women entrepreneurs choose a profession as a challenge and as an urge to do something new. In push factors women are engaged in business activities due to family compulsion and the responsibility is thrust upon them. According to Nadgrodkiewicz (2011), in lower-income classes, female entrepreneurship may be due to the need to meet family expenses, while among middle-income groups it can be attributed to the desire to raise the standard of living.

Jesurajan and Gnanadhas (2011) remarked that husbands were the main motivators for taking up entrepreneurship. According to Vivekanand Pandey (2011), the major motivational factors for women entrepreneurs were self efficacy and achievement motivation. Usha Kiran Rai and Monica Srivastava (2011) in the study on aspirations and motives of women entrepreneurs in Varanasi district based on 150 units found that profit making, self employment and the desire to provide employment to others were the main reasons for starting a business enterprise.

However, Manimekalai and Subramaniya Bharathy (2012) noted that family support and business profit were the main motivating factors for the women entrepreneurs. By analysing the factors influencing the entrepreneurial success in Ampara and Batticaloa District, Salfiya Ummah and Gunapalan (2012) found that personality factors such as the desire for achievement, self reliance and independence were the major influential factors. According to Yogita Sharma (2013), women enter entrepreneurship due to economic factors which pushed them to be on their own and urge them to do something independently. Kandalkar (2013) by analyzing "Issues and perspectives of women entrepreneurship in changing World economy" noted that many entrepreneurs are motivated on their own to start their own enterprises.

In the view of Albina Joshi (2014), women entrepreneurs are influenced by push factors such as need for better income, unemployment and unsatisfactory work conditions. Factors such as desire to be one's own boss, sense of achievement, personal satisfaction etc pull women in business. Farhad Lashgarara and Faezeh Ghashghaei (2014) identified factors affecting the development of rural women entrepreneurship in Tehran Province. In their view, educational, economic and social-cultural variables explained 55 percent of entrepreneurship development.

2.4 Constraints faced by women entrepreneurs:

According to Gaikad and Tripathi (1982), unawareness of Government facilities and lack of sufficient fund were inhibiting factors in the development of women entrepreneurship in rural areas. Hisrich and Brush (1984) by conducting a nationwide indepth survey of 468 women entrepreneurs found that the biggest business start-up problems of women entrepreneurs were inadequate finance and lack of business training and financial and planning experience. The Department of Economics and Statistics, Government of Kerala (1984) in the study on women's industrial programme in Kerala noted that women entrepreneurs were facing the problems of inadequate capital and raw materials and severe competition.

Senguptha et.al (1986) in an exploratory study on women entrepreneurs found that the problems faced by women were related to marketing, recovery of dues, finance and mobility and hence women had to fight harder in the entrepreneurial World to succeed. In the view of Vander and Romijn (1987), women entrepreneurs generally have fewer resources than men and were impeded by lower levels of education and by restricted physical and occupational mobility. Further, women have little contacts and less bureaucratic know-how and bargaining power than men, which limit their productivity and profitability. Bruce (1989) observed that lack of capital is not the only factor that may impede the growth of women enterprises. Women were more likely to work in low return sectors than men and so their profits were lower. Further, women often spend a relatively high proportion of their profit on household needs and generally have less access than men to use of household funds for investments.

Lyberaki and Smyth (1990) remarked that many women entrepreneurs have decided not to expand their enterprises so as to avoid visibility and various regulations, taxes, etc. Tovo (1991) observed that self-employed women face several

problems which include limited access to capital, inputs and markets. According to Belcourt, et al, (1991), obstacles faced by women entrepreneurs include lack of a role model, lack of professional interaction, lack of adequate training and lack of related experience. Hisrich and Brush (1994) pointed out that women bear most of the responsibility for childcare and home management and these responsibilities often lead to work-family conflicts. This, combined with problems arising from lack of prior employment and managerial experience faced by many women, may result in differences between male and female entrepreneurs in terms of market entry choices, start-up problems and other issues.

Hede and Savita (1997) by analyzing the problems of self-employed women of Goa found that inadequate finance, inadequate infrastructure, inadequate labour, limited supply of raw materials and marketing were the major problems faced by women entrepreneurs. According to Anju and Inderjeet (1997), lack of technical know-how, excess work responsibility, poor knowledge about various institutions and Government programmes, unfavourable family attitude and lack of confidence in their own abilities were major constraints faced by women entrepreneurs.

Khondkar (1998) by conducting a study in Bangladesh found that women run the risk of losing control of the loans to male relatives because they were culturally excluded from participating in markets outside their homes to buy inputs and to sell the products. Lokeswara Choudary (1999) by carrying out a study on women entrepreneurs of Vikram Sarabhai Industrial Estate in Chennai city found that lack of proper training and experience, lack of encouragement from the society, inadequate Government assistance and more competition were the constraints faced by most of women entrepreneurs.

According to Punitha et al. (1999), the major problems faced by women entrepreneurs were inadequate marketing facilities, ignorance about Government schemes and difficulty in getting loans. Narasaiah and Ramakrishnaiah (2000) noted that the entrepreneurial development programmes to enhance the entrepreneurial skills were not properly implemented and no concrete efforts were made to identify suitable and viable training programmes for the development of women entrepreneurs.

According to Mayoux (2001), the basic problems of women entrepreneurs were inadequate access to finance, the failure to seek expert advice, limited social and business networks, lack of work experience and skill and lack of role models. A study by Walelign and Wondimu (2002) noted that women entrepreneurs suffered from lack of information and advice, lack of sufficient training, lack of premises, shortage of the supply of raw materials and lack of infrastructure facilities.

The study on the 'Constraints on Women Entrepreneurship Development in Kerala' by Nirmala Karuna D'Cruz (2003) revealed that the biggest problem for women entrepreneurs was reportedly in areas of procurement of raw materials and canvassing of orders. Staying away from home for long hours, lack of required facilities, rent payment and additional labour cost were also the constraints for women entrepreneurs. Rama Mohana Rao (2004) in the study on 'Problems of women micro entrepreneurs in Chennai with special reference to access to credit' found that inadequate infrastructure, limited access to credit, shortage of electricity and lack of recognition in the community were the main problems faced by women entrepreneurs. However, Bharghav (2004) observed that poverty and illiteracy were the basic reasons for low rate of women entrepreneurship in India.

Hasheminejad (2005) remarked that female entrepreneurs in Jamaica were faced with the problems of getting loans. United Nations (2006) identified lack of access to finance, assets, information technology and infrastructure as the major constraints faced by women entrepreneurs. Research done by Mirghafoori et al (2007) in identifying barriers affecting women entrepreneurship in Iran showed that academic, personality, financial, cultural, social and legal barriers impede women's participation in entrepreneurial activity. Sushma (2007) in the study on "An analysis of entrepreneurship development in women through EDP trainings" noted that major factors inhibiting establishment and development of women owned enterprise were stiff competition, inadequate publicity and lack of market facility.

Pooja Nayyar et.al (2007) observed that poor location of unit, tough competition from larger and established units, lack of transport facility and non-availability of raw materials were the significant problems faced by women entrepreneurs. According to Lall and Sahai (2008) though, there has been

considerable growth in number of women opting to work in family owned business, they still have lower status and face more operational challenges in running business. Murali Krishna (2009) by analysing the problems and prospects of women entrepreneurs in North Coastal Andhra Pradesh have identified shortage of capital, unhealthy competition and lack of self confidence as major problems faced by women entrepreneurs. According to Mulugeta Chane Wube (2010), lack of own premises, stiff competition, inadequate training, technology and raw materials were the problems that affect the performance of women entrepreneurs. Rashid et.al (2010) by analysing the major factors that restrain women from business observed that lack of communal support, limited access to information, inadequate education and training facilities, absence of trust in one's capabilities and access to resources hinder women entrepreneurship.

Electra Pitoska and Georgia Charitoudi (2011) noted that the main obstacles in developing women entrepreneurship were lack of confidence to establish their own businesses, difficulty in maintaining balance between professional and family life, lack of technical support and limited access to information. Ojeka Ifeanyi and Andrew Ehiabhi (2011) in the study on problems, challenges and prospects of female entrepreneurs in Gwagwalada noted that the problems of women entrepreneurs were inadequate access to capital, bad management, severe competition, poor location, poor patronage of product, ignorance and inadequate access to information.

In the study on 'Development of women entrepreneurship – Challenges and opportunities - A Case Study of Bihar' Nagendra Kumar Jha (2012) noted that the main problem faced by women entrepreneurs is social and cultural traditions which limit the role of women as supplementary income providers. Hafizullah et al (2012) highlighted that male dominance creates problems for female entrepreneurs in terms of limiting their mobility, business participation and market interactions.

Palaniappan et.al (2012) by analyzing the problem and prospects of women entrepreneurs with special reference to Erode District based on the data collected from 90 respondents found that lack of strong leadership was a crucial problem followed by financial deficit, lack of systematic planning, lack of education and lack of proper training. Veena Rao et.al (2012) by examining 'Challenges faced by women

entrepreneurs running micro, small and medium scale fashion and apparel business in coastal Karnataka' observed that the important problems perceived for starting the enterprise were inadequate finance, increased competition and lack of skilled labor.

According to Rekhapriyadharshini and Reeves Wesley (2012), lack of mobility was the major problem of women entrepreneurs and lack of proper assistance and knowledge acts as the barrier for rural women entrepreneurs to run their business. Habibi Roozbeh et.al (2012) noted that rural women entrepreneurs were faced with problems such as excessive dependence on intermediation, intense competition, high costs of production and low mobility. Lincoln (2012) by analyzing the prospects and challenges of women entrepreneurs in Nigeria found that Nigerian women entrepreneurs operate in an unfavourable business environment, characterised by various challenges ranging from infrastructural deficiencies, low access and high cost of finance.

Kavita (2013) by analysing problems faced by women entrepreneurs in rural area found that highest number of women entrepreneurs do not have knowledge of finance and the procedure of taking loan from the banks. Sujatha (2013) brought to light certain problems faced by women entrepreneurs in Theni District like marketing problems, financial problems, raw material problem and labour problems. Onwurafor and Enwelu (2013) by analysing rural women entrepreneurship in agro-food processing in Enugu state, Nigeria noted that constraints that militated against rural women agro-food processing enterprise to a great extent were lack of capital, inability to apply modern processing technique, lack of Governmental support and lack of training.

Bhavana Varshney et.al, (2014) in the critical study of rural women entrepreneurship from Moradabad District of Uttar Pradesh for the sample of 100 women entrepreneurs noted that Indian rural women entrepreneurs were facing financial, marketing, technological and managerial challenges. In the view of Albina Joshi (2014), the main problems faced by women entrepreneurs were shortage of finance, poor marketing, stiff competition, lack of experience and training and non-availability of raw materials.

2.5 Measures needed to promote women entrepreneurship:

Wagh (1997) noted that women entrepreneurs have to develop their commercial and technical knowledge and he suggested the establishment of entrepreneur's club to discuss their problems, share information and to promote entrepreneurial culture. Saraswathy Amma and Sudarsanan Pillai (1998) suggested that it is essential to incorporate the changes in economic policies of the Government in entrepreneurship development programmes. According to Ganesan (2003) the problems of women in business could be solved through building network.

Anil Kumar (2004) noted that co-operative marketing through organized way need to be evolved and there is need to improve information system and guidance to women entrepreneurs in market survey. Garg (2004) highlighted that the problem of women entrepreneurs can be easily overcome with professional training imparted to them. Murali Krishna (2009) recommended the provision of necessary support in production, financing and marketing and improvement in the socio-cultural environment. Bharadwaj (2010) noted that it is imperative to design programmes that will address to attitudinal changes, training and supportive services. The basic requirement in development of women entrepreneurship is to make aware of women regarding her existence, her unique identity and her contribution towards economic growth.

Marami Das (2012) recommended measures for development of entrepreneurship among women. In his view, the banks can play an important role by lending money to women entrepreneurs and banks, Government agencies etc. should launch awareness and publicity campaigns about schemes available for women. The Government can also help women in marketing their products through its outlets at various levels. The family members can also be involved in the business with a view to sharing the burden of entrepreneurial work. Training also plays a significant positive role in promoting women entrepreneurs and training organizations should provide them support by constant monitoring and follow-ups. According to Ravi Kumar et.al (2012) for promoting entrepreneurship among women from the low-income group, rigorous efforts have to be made to formulate a consortium of non-Government and Governmental organizations working for women entrepreneurs. Organizations, at the grassroots level, should approach entrepreneurship with a professional outlook and to

improve access, special arrangements must be made for the availability of credit for women in the low-income group.

Katarina Pettersson (2012) suggested a set of measures for encouraging women entrepreneurship. They are the construction of programmes to improve self-perceptions of aspiring women entrepreneurs; mentoring by experienced women entrepreneurs and networking. Vinisha Bose (2013) in the study on the role of entrepreneurship development agencies in promoting women entrepreneurship in Kerala observed that there is a need for making changes in the existing schemes of assistance and making cordial relations between officials of the agencies and women entrepreneurs. In the study on empowering rural women through self help groups Tazyn Rahman (2013) noted that women entrepreneurs must be moulded properly with entrepreneurial traits and skills to meet the challenges in markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. In the view of Amutha (2014), Government should take initiatives to upgrade the skill of women entrepreneurs and institutions should come up with offering educational programme for women entrepreneurs.

2.6 Empowerment of women through entrepreneurship:

Sindhu Narayan and Geethakutty (2002) tried to examine 'Level of entrepreneurial success among women entrepreneurs in agro businesses. The study was conducted in Kozhikode, Palakkad and Thrissur Districts of Kerala. The respondents were identified with the help of developmental institutions like District Industries Centre (DIC), Small Industries Service Institute (SISI) and the enterprises identified were categorized into seven groups; floriculture, food related processing units, handicrafts units, textile units, coir production units, beedi and rubber-product units. According to the study, the entrepreneurial success index of the selected women entrepreneur was in the range of 0.43 to 0.91. Among the formal enterprises, more than 50 percent were found to be in high to medium level of success, whereas 24 percent had very high level of success and 20 percent of them had low level of success. In case of informal entrepreneurs, 50 percent of them were with low level of success and only 10 percent had very high level of success. The enterprise wise success index level was calculated to find out the promising and sustainable units that can be taken up by women. Out of seven units studied, only one unit was observed to

fall in medium level of success. In the case of food products units, 18.2 per cent have very high success and it was observed that these units were producing new items such as instant idiappam, ada, payasam mix, coconut products etc. Majority of the units falling under high level of success were pickle units and curry powder units. It was noticed that those food product units, concentrating on traditional items like rice flakes, bakery items etc. were in medium and low level of success.

Ravi and Venkataramana (2002), in the study on 'Empowerment of women through self help groups: A micro level study in Andhra Pradesh and Hyderabad', tried to explain the effects of self help groups strategy on women empowerment based on the sample of 59 women. It found that about 94.9 percent of women involved in self help groups had taken the responsibility to decide on the domestic matters of their families. After self help groups had formed, women took part in organizing activities, participated in group discussion and also arranged self help groups activities.

In the study on 'Empowerment of rural women through income generating activities in Gadag District of North Karnataka' Bharathamma and Angadi (2005) found that the extent of gain in empowerment of rural women through income generating activities was 24.6 percent and total empowerment was to the extent of 42.13 percent. The respondents were getting monetary benefits up to Rs. 1500 from income generating activity and non-monetary benefits like improvement in their communication ability, increased confidence and respect from the society. Education, land holding, income of the family, social participation, mass media participation and number of trainings undergone showed highly significant association with empowerment whereas, age, marital status, caste, family type, family size and material possession had no significant association with empowerment of rural women.

Jyotish Prakash Basu (2006) through the study on 'Microfinance and women empowerment with special reference to West Bengal' noted that the empowerment of women is established in weak form with respect to control of savings, control of income, control over loans and control over purchasing capacity.

Planning commission (2006) in the study on 'Transformation of rural economy and its impact on rural women in un-organized sector' noted that in under-developed Districts, the average annual income of the women entrepreneurs, before

transformation was Rs.12245, which increased to Rs.24870, at the end of the decade, indicating a rise of 97 percent. Similarly, in developed Districts, the average income of entrepreneurs, before and after the transformation, was observed to be Rs.23669 and Rs.36615 respectively showing a rise of 183 percent over the decade.

According to Eswar Rao Patnaik (2007) micro finance by banks for self-help groups in viable economic activities like rope making, basket preparation would help in empowerment of women. Suresh (2008) by analyzing the impact of micro finance on empowerment of rural women in north Karnataka, found that for women entrepreneurs, the net present value was found positive and benefit cost ratio was found to be more than unity.

Sathiabama (2010) noted that micro enterprises not only enhance national productivity, generate employment but also help to develop economic independence among rural women. Economic empowerment, improved standard of living, self confidence, sense of achievement, increased social interaction, improvement in leadership qualities and decision making capacity in family and community are the advantages of women entrepreneurship. Packirisamy (2010) by analysing on 'Women empowerment and eradication of poverty through self help groups' found that the household's incomes of SHG members are higher than the non members household income. SHG has improved the confidence and communication skills among it's members and the economic status of SHG women has improved as they have taken up various economic activities.

Isidore ekpe (2011) in the study on women entrepreneurs found that there were significant positive relationships between loan access, skill acquisition and women entrepreneurs sales performance which in turn helps in women empowerment. Nina Rai (2011) noted that entrepreneurship has helped in achieving economic empowerment of women in Udupi district.

Mohammad Shamsuddoha and Tasnuba Nasir (2011) analysed the impact of micro credit programme of selected non Governmental organisations on the empowerment of rural poor women. As per the study, selected NGOs – BRAC and Proshika have been found to provide micro credit and management development programmes. The micro credit program of BRAC and Proshika is a tool for poverty

alleviation and empowering women. Subbalakshmi (2011) in the study on “Role of self help groups in growth of rural women entrepreneurship through microfinance” remarked that entrepreneurship helped to achieve women empowerment and the main activity preferred by women was petty trade followed by goat rearing and agriculture based activities.

Geetha and Barani (2012) in the study on “Empowering women through entrepreneurship” based on the sample of 350 women entrepreneurs in Tamil Nadu showed that profitability of the enterprise, loan availed and confidence to succeed are important determinants of growth of net worth of the enterprises of self help groups women. The study concluded that women entrepreneurs in self help groups were more empowered than other (non self help groups) entrepreneurs. Mula and Sarker (2012) attempted to assess the empowerment of women through microfinance based on data from 144 members. The results showed positive change in indicators of economic empowerment like income (65.39 per cent), employment (78.94 per cent), investment (66.25 per cent), savings (120.02 per cent), assets (32.44 per cent) and consumption (5.12 per cent). The gain indexes of social and economic empowerment were found to be 29.30 and 36.37 respectively.

Chandrashekhara (2012) by analysing women entrepreneurs in Shimoga District noted that entrepreneurship has helped in economic empowerment and through entrepreneurial activities women were able to earn annual income of Rs.10,000 to Rs.25,000. Marami Das (2012) by analysing women empowerment through entrepreneurship observed that entrepreneurial activities have helped to generate employment for 152 persons and majority of women entrepreneurs considered entrepreneurship as secondary to their home and family.

Sameera and Basheer Ahammed (2014) attempted to evaluate the role of Kudumbasree units on women empowerment in Areekkode panchayat of Malappuram District. The study found that the Kudumbasree units in Areekkode panchayat of Malappuram District, Kerala State have become instrumental in the process of women empowerment. Majority of the members have opined positive changes in income, knowledge, living status, accessibility to Government offices, accessibility to resources etc. while being a member of Kudumbasree units. Their involvement in household decisions, increase in the individual income and the family income,

development of entrepreneurial talents, managerial ability and innovative skills, reduction in the dependency level etc. have very well proved to be instances of women empowerment.

2.7 Studies on entrepreneurship among dalits:

A research study by Planning Commission (2006) on “**Entrepreneurial challenges for scheduled caste persons in India**” tried to provide insight into the entrepreneurial challenges among persons belonging to scheduled castes. The objective of the study was to identify key variables responsible for the emergence of entrepreneurship among scheduled caste population and the constraints that such entrepreneurs typically face. The study was based on primary and secondary data collected from five States viz. Bihar, Maharashtra, Punjab, West Bengal and Uttar Pradesh. In each of these States, five Districts were chosen and five blocks were in turn selected from each District. The study was based on a survey of 1551 respondents chosen on the basis of stratified random sampling and convenience sampling techniques. The study revealed that a typical scheduled caste entrepreneur was a young person below 35 years of age – more likely in the age group 25 to 35 years. According to the study, the key characteristics of a typical scheduled castes enterprise were that it was a proprietorship concern, not registered with Government. It was normally a young business set up 4 to 5 years ago engaged in providing services. It was invariably a small business size – the number of employees is less than 3; the initial capital outlay was less than Rs. 1 lakh and initial turnover was less than Rs. 50,000. In most cases, it has been set up with funds borrowed under Government schemes. While there has been only a marginal improvement in the capital base most of them have shown a positive growth in turnover.

Predominantly, the choice of entrepreneurship was found to have been made for positive reasons such as availability of good opportunity (13.8 percent); the perception that running a business is better than a job (12.3 percent); the desire to be independent (11.8 percent); the attractiveness of Government schemes and incentives (10.9 percent); the desire to maintain or grow the traditional family business (respectively 1.2 and 8.6 percent); sharing experience with others (8.1 percent) and putting their training to use (3.7 percent). Personal prestige was found to be a motivational force for 3.5 percent of the respondents while 2.6 percent have been

driven into business even for altruistic reasons such as contributing something to society. The major economic constraints pointed out by scheduled castes entrepreneurs were difficulty in getting subsidies from financial institutions and having limited outside contacts.

Gurpreet Bal (2006) analysed **“Dalit Empowerment through Entrepreneurship in Punjab”**. The study was based on an empirical research conducted in the Jalandhar city of Punjab. The study tried to explore the type, extent, nature and performance of entrepreneurial activities of dalits and analysed the impact of entrepreneurship on economic empowerment. The interview schedule and case study method have been used for the collection of information. The study noted that entrepreneurship among dalits is relatively recent phenomenon since 84.37 percent of the respondents were in the age group of 20-50 years and 55 percent of the respondents have got education upto matriculation. According to the study, a large majority of scheduled castes have engaged into these activities that deal with the hereditary occupation. A large proportion i.e., 44 percent has become raw hide merchants and nearly five percent of them have become commission agents of leather while other eight percent are running shops of various leather goods – coats, jackets, purses, bags, belts etc. While their relatives and friends helped 19 percent financially, 6 percent got financial assistance from the banks and only one of them got the finance from moneylenders. It was found that nearly 75 percent of them were working between 9 and 12 hours a day for six days in a week with a rest for one day. In the case of big enterprises more than 20 persons were hired to perform various activities. Ninety percent of the respondents mentioned that they had customers belonging to different caste groups of the society including the upper and lower castes.

Gurpreet Bal and Paramjit (2010) attempted a study on **“Innovations, Entrepreneurship and Development: A Study of the Scheduled Castes in Punjab”** based on a sample of 133 scheduled caste entrepreneurs in the cities of Jalandhar and Amritsar. As per the study, out of the eight major scheduled caste groups of Punjab, two caste groups, namely, Chamars/Ad-dharmis and Meghs have excelled in entrepreneurial activities. The Chamars/Ad-dharmis in Jalandhar were mainly engaged in business of rawhides and tanning of leather whereas in Amritsar, they were mainly engaged in shoe making. The base of entrepreneurship amongst

scheduled castes was sufficiently widespread, covering 26 different entrepreneurial activities and a majority of them have introduced innovation into their hereditary skills, leading to diversification in their traditional occupation. They have also taken to other trading activities available in the market, such as general stores and grocery shops, mechanical and electrical goods stores, flour mills and repair shops. A few of them own and run businesses in hosiery and readymade garments, which was close to their caste occupation - weaving the cloth and a small number of them have also started sweets and vegetable shops. The study also noted that the source of acquiring skills was hereditary (61 percent) in Jalandhar, while in Amritsar, the source of learning the skills was through hands-on experience (68.42 percent) and private apprenticeship (16 percent). Sixty percent of the respondents from both the places invested their personal savings in their enterprises. The entrepreneurs of Amritsar (97 percent) had their market locally, except for 3 percent who had market all over the State. In Jalandhar, 63 percent of the respondents catered to the needs of the local market, 5 percent had it all over the State, 2 percent had it up to the whole of North India and 3 percent had spread their market throughout the country. The study noted that, through entrepreneurship, the downtrodden sections of the society could acquire higher economic position that would raise their social status.

Paramasivam and Mariselvam (2013) examined the **“Status of dalit entrepreneurs in India”** with the objective of understanding the status of dalit entrepreneurs in India in terms of nature, types and organizational structure of business. The study was based on secondary data compiled from the Report of Ministry of Small and Medium Enterprises, 2006. The study found that 98.4 percent of dalit entrepreneurs belonged to micro units, 1.50 percent belonged to small units and 0.10 percent belonged to medium units. As per the study, 95.60 percent belonged to perennial type of operation of business and it also noted that 113.28 thousands of dalit entrepreneurs belonged to proprietary type of organization out of 118.90 thousands of enterprises. The study concluded that status of dalit entrepreneurs was very poor and they can improve their status through business.

Chandrakant and Shrikrishna (2014), formulated study on **“Entrepreneurship development among scheduled caste beneficiaries in Kolhapur district of Maharashtra: A study of Mahatma Phule Backward Class Development**

Corporation". The basic objectives of the study were to study the role of Mahatma Phule Backward Class Development Corporation. in entrepreneurship development of Scheduled Caste beneficiaries in Kolhapur district, to study the various schemes of Mahatma Phule Backward Class Development Corporation. in Kolhapur district and to suggest measures for their wellbeing. The study was based on the data obtained from 382 beneficiaries. The secondary data required for the study have been collected through reports of Mahatma Phule Backward Class Development Corporation research papers, articles, different web-sites etc. As per the study, Corporation has provided the financial assistance to their beneficiaries under various schemes i.e. 50% Subsidy Scheme, Margin Money Scheme etc. It's role is very important to provide required entrepreneurial finance to the beneficiaries belonging to scheduled castes beneficiaries. The study found that there is significant impact of MPBCDC schemes on entrepreneurship development among SCs in Kolhapur District.

2.8 Specific studies relating to the topic:

Centre for Social Equity and Inclusion, New Delhi (2009) analysed "**Urban Dalit Women Employees and Entrepreneurs**". The study conducted in the cities of Delhi and Hyderabad explored various opportunities and challenges that existed in the contemporary labour market before educated urban dalit women. The study has tried to look into the complex interplay of caste, class and patriarchy in dalit women's aspirations and their efforts and achievements in globalized India. The study used data collected from 315 dalit women between the two locations, of whom 155 were employed across different sectors—Government (60 dalit women), private (55 dalit women), non - Governmental organisation (40 dalit women) and 160 self employed. The case studies revealed the pervasive nature of caste, class and gender bias inspite of economic empowerment. The study recommended the need for multiplying entrepreneurial opportunities for educated urban dalit women and developing strategies to address the issues of caste and gender based barriers in initiating enterprises.

Arumugam (2014) examined "**Dalit Women Entrepreneurship in Tamil Nadu**" with the objectives of analysing dalit women entrepreneurship in Tamil Nadu and identifying the challenges of dalit women entrepreneurs. The study was based on secondary data compiled from District industries centres. The study

revealed that dalit women entrepreneurs were found to have an important impact on the economy, both in their ability to create jobs for themselves and to create jobs for others. Women entrepreneurs have an important impact on the economy both by the number of small firms and being exclusive source of income for the family. As per the study, obstacles to dalit women entrepreneurship were lack of role models in entrepreneurship, weak social status and poor access to finance. To promote dalit women entrepreneurship the study recommended fostering entrepreneurial method of dalit women and dissemination of financial information to dalit women.

2.9 Other related studies:

Darshan Singh (2009) viewed that the gap between the mainstream and scheduled caste population still persists significantly in our traditional society. Therefore, there is an urgent need to reorient and focus the strategy in order to support the lesser privileged by providing qualitative education. Besides their circumstances, the major factor responsible for the deprivation among the scheduled caste people is their improvident habits and mismanagement. Their conditions can be improved by inculcating in them individualistic and moralistic values of forethought, thrift and self-reliance. These values will help them in proper utilization of the various developmental schemes, which, in turn would lead to improvement in their lives.

Karade (2009) in the study on 'Occupational mobility among scheduled castes in India' focused on the nature of occupation and factors which are more related to inter-generational as well as intra-generational occupational mobility in the society. As per the study, following the constitutional provision of reservation policy in the post-independence period, many persons of scheduled castes left their traditional occupations and took responsibilities of new job and those who have been educated and those who have developed skills were taking more benefit and the tremendous change was observed in connection with their family as well as society. As per the study, even those who have secured higher education and obtained better position in terms of economic and social status were not able to overcome the prejudices at the hands of the upper castes and thus could not totally escape from the discrimination.

Saranya Devi and Suresh Babu (2011) tried to analyse the socio-economic conditions of Arunthatiyars and its impact on health condition. Based on the data obtained from the Districts of Coimbatore, Erode, Namakkal and Dharmapuri, the

study found that one third of the urban respondents were enjoying better health status than the rural respondents.

Justin Pallickal Jose and Shanuga (2014) tried to examine psychosocial determinants of identity of dalit women in Tamil Nadu. As per the study, socio-demographic variables such as education, living status, rural residence and monthly income substantially improved positive identity while more working hours per day substantially increased negative identity and these variables together accounted for above half of the variance on dalit identity.

An indepth analysis of related earlier studies indicated that there had been little research effort focussing on the analysis of entrepreneurship among dalit women and the impact of entrepreneurship on economic empowerment of dalit women. Hence the current study on **“Economic Empowerment of Dalit women through Entrepreneurship in Coimbatore District”** was undertaken to fill up the research gap.