

CREATIVITY, INNOVATION AND ENTREPRENEURSHIP



Editors

U. Jerinabi

P. Santhi



Creativity, Innovation and Entrepreneurship

EDITORS

**Dr. U. Jerinabi
Dr. P. Santhi**



ALLIED PUBLISHERS PVT. LTD.

New Delhi • Mumbai • Kolkata • Lucknow • Chennai
Nagpur • Bangalore • Hyderabad • Ahmedabad

ALLIED PUBLISHERS PRIVATE LIMITED

1/13-14 Asaf Ali Road, New Delhi-110002

Ph.: 011-23239001 • E-mail: delhi.books@alliedpublishers.com

47/9 Prag Narain Road, Near Kalyan Bhawan, Lucknow-226001

Ph.: 0522-2209942 • E-mail: lko.books@alliedpublishers.com

17 Chittaranjan Avenue, Kolkata-700072

Ph.: 033-22129618 • E-mail: cal.books@alliedpublishers.com

15 J.N. Heredia Marg, Ballard Estate, Mumbai-400001

Ph.: 022-42126969 • E-mail: mumbai.books@alliedpublishers.com

60 Shiv Sunder Apartments (Ground Floor), Central Bazar Road,
Bajaj Nagar, Nagpur-440010

Ph.: 0712-2234210 • E-mail: ngp.books@alliedpublishers.com

F-1 Sun House (First Floor), C.G. Road, Navrangpura,

Ellisbridge P.O., Ahmedabad-380006

Ph.: 079-26465916 • E-mail: ahmbd.books@alliedpublishers.com

751 Anna Salai, Chennai-600002

Ph.: 044-28523938 • E-mail: chennai.books@alliedpublishers.com

5th Main Road, Gandhinagar, Bangalore-560009

Ph.: 080-22262081 • E-mail: bngl.books@alliedpublishers.com

3-2-844/6 & 7 Kachiguda Station Road, Hyderabad-500027

Ph.: 040-24619079 • E-mail: hyd.books@alliedpublishers.com

Website: www.alliedpublishers.com

© 2012, Convener, Creativity, Innovation and Entrepreneurship

No part of the material protected by this copyright notice may be reproduced or utilized in any form or by any means, electronic or mechanical including photocopying, recording or by any information storage and retrieval system, without prior written permission from the copyright owners.

ISBN: 978-81-8424-802-9

Published by Sunil Sachdev and printed by Ravi Sachdev at Allied Publishers Pvt. Ltd. (Printing Division), A-104 Mayapuri Phase II, New Delhi-110064

Contents

<i>Foreword</i>	v
<i>Acknowledgement</i>	vii
1. Problems of Women Entrepreneur in India	1
<i>M. Nithyasri and P. Geetha</i>	
2. Enhancing Women Entrepreneurship through Information	7
and Communication Technology	
<i>S. Kavitha</i>	
3. Econopreneurship—A Budding Eco-Friendly Style of Business	16
<i>P. Govindaraj and M. Venkatraman</i>	
4. International Entrepreneurship—Opportunities and Challenges	21
<i>K.K. Ramachandran and R. Gokila</i>	
5. Social Networking: The Creative Entrepreneur Roadmap	26
<i>V. Sashikala and S. Renuka</i>	
6. Role of Education in Entrepreneurship	33
<i>K. Mohanaranjani</i>	
7. Empowerment of Rural Women through Self Help Groups	41
<i>Priscilla Manuel and M. Dhiliphan Kumar</i>	
8. Role of SHGs in the Promotion of Women Entrepreneurship—	46
A Case Study of Shimoga City	
<i>B.N. Vimala</i>	
9. Women Empowerment through Self-Help Groups:	52
A Case Study in the Shimoga District	
<i>S. Manjushree</i>	
10. An Overview of Innovation and Prospects of Entrepreneurial	59
Development towards Economic Development	
<i>K.S. Sarala, K. Shiva Kumara and C.P. Prashanth Kumar</i>	
11. Micro Small Medium Enterprises (MSME): Progress,	65
Problems and Prospects	
<i>R.D. Suresh and K. Balanaga Gurunathan</i>	
12. Microfinance—A Platform for Rural Development	70
<i>B.G. Akshatha</i>	
13. Entrepreneurship Development for the Empowerment	76
of Rural Women through SHGs	
<i>S. Anthony Raj and M. Dhiliphan Kumar</i>	
14. Institutions in Aid of Entrepreneurs	81
<i>S. Sivamalar</i>	

15. Problems and Development of Women Entrepreneurs	87
<i>T.N. Kavitha and D.S. Lohith Kumara</i>	
16. Factors Influencing Women to Become Entrepreneurs and their Success Rate—	92
Entrepreneurial Culture in India (A Cross among Urban, Semi-Urban and Rural Women Entrepreneurs in Coimbatore)	
<i>S. Rani Lakshmi and P. Santhi</i>	
17. Impact of Globalization on Rural Entrepreneurship in India	100
<i>S. Gnana Sugirtham</i>	
18. Application of Information Technology in Business	106
<i>M.H. Vidya Shankar and M.C. Geetha</i>	
19. Micro, Small and Medium Enterprises in India—A Paradigm Shift	113
<i>S. Subha</i>	
20. MSMEs—Challenges Faced and the Way Forward	120
<i>B. Praveen Kumara</i>	
21. An Insight into the Issues and Challenges of Women Entrepreneurs in India	126
<i>M. Manonmani</i>	
22. Self Help Groups: A Catalyst for Rural Women Empowerment	133
<i>T. Lalitha Devi</i>	
23. Empowerment of Women Entrepreneurship in the Post-Economic Crisis Scenario	141
<i>B. Maheshwari and M. Dhiliphan Kumar</i>	
24. An Insight of Constraints Faced by Women Entrepreneurs in Coimbatore City	146
<i>S. Sujatha and N. Yeshodha Devi</i>	
25. Issues and Challenges of Micro, Small and Medium Enterprises (MSME) in India	153
<i>Joji Chandran and S.T. Chandrashekarbabu</i>	
26. E-Entrepreneurship: Information Technology in Entrepreneurship	159
<i>R. Dhanalakshmi</i>	
27. Rural Women Entrepreneurs and Entrepreneurship Development	165
<i>V. Sylviya Johnsi Bai</i>	
28. A Study on Entrepreneurs in Small Business with Special Reference to Tuticorin	169
<i>T. Samson Joe Dhinakaran</i>	
29. Indira Awaas Yojana (IAY): Performance and Evaluation in Coimbatore District	173
<i>V. Vimala and K.S. Sarala</i>	
30. Innovative Entrepreneurship—The Key for Turnaround	186
in the Hospitality Business	
<i>G. Thamizhchelvan and T.C. Brindha</i>	
31. A Study on the Role of Entrepreneurship in Tirunelveli District	191
<i>J. Kamala Juliet Isaac</i>	
32. Income Generation among Girls through Batik Printing	195
<i>M. Kanimozhi and R. Prabha</i>	
33. Impact of Entrepreneurship Awareness Programme on Students	202
<i>M. Nagamani and P. Aishwarya</i>	

34. An Analytical Study of various Schemes Enacted by Government for Promoting SMEs in India—Special Reference to RGUMY <i>N. Yeshwant Rao, T.S. Anuradha and H.N. Ramesh</i>	214
35. Emotional Intelligence of Women Entrepreneurs <i>R. Swaranalatha and B. Mohan</i>	222
36. Women Empowerment through Microfinance: A Boon for Development <i>S. Anthony Raj and M. Dhiliphan Kumar</i>	229
37. Business Correspondents Model and its Impact on Economic Growth Evidences from Indian Banking Industry <i>C. Yogalakshmi and S. Suresh</i>	240
38. Feminism and Woman Entrepreneurship <i>V.N. Parthiban</i>	244
39. A Study on Intended Decision Behavior of Cyber Cafe Entrepreneurs: A Case Study of Chikmagalur District <i>T.S. Anuradha, C. Sandhya and N. Yeshwant Rao</i>	246
40. Rural Women Empowerment and Entrepreneurship Development <i>P. Govindaraj and M. Venkatraman</i>	255
41. Women Entrepreneurs in Tailoring and Embroidery—A Case Study <i>V. Rajam</i>	260
42. Green Entrepreneurs—An Innovative and Creative Approach <i>C. Beulah Vijayarani</i>	263
43. Totpress—A Campus Company Model for Student Entrepreneurs <i>S. Ambika and T.K.S. Lakshmi Priya</i>	267
44. A Study on Mahaliar Thittam—A Government Scheme for Promoting Entrepreneurship: A Study with Special Reference to Pollachi Taluk <i>B. Saranya and Sindhu</i>	277
45. Public Sector Commercial Bank Finance to Micro and Small Enterprises Sector in Coimbatore District—An Analytical Study <i>D. Vennila and G. Santhiyavalli</i>	284
46. Government Assistance to Micro, Small and Medium Enterprises (MSMEs) <i>M.V. Karuna Jeba Mary, C. Karthikeyan and J. Thilagam</i>	291
47. SHGs—A Backbone for Women Entrepreneurs <i>K. Sumathi and S.B. Akash</i>	299
48. Prospectives of Instigating Ranjan Biogas Plant <i>V. Sarasvathi and Sathyavathi Muthu</i>	305
49. Success Status of Women Entrepreneurs in Manufacturing Sector <i>P. Ambiga Devi and S. Gandhimathi</i>	312
50. Attribution Advantages of Women as Entrepreneurs in India—Key Issues and Changes in the Post Recessionary Economy <i>R. Vidya and M. Pradeepa</i>	317

51. Emerging Women Entrepreneurs through Microfinance	326
<i>K. Kanniammal</i>	
52. Use of Information Technology by Entrepreneurs—An Empirical Study	335
<i>G. Santhiyavalli and M. Usharani</i>	
53. Social Entrepreneurs: Architects of the Society	345
<i>G. Santhiyavalli and A.R. Rihana Banu</i>	
54. A Study on Customer Oriented Marketing Implications for	349
Ayurvedic Entrepreneurs	
<i>V.T. Bindu</i>	
55. A Study on Entrepreneurial Behaviour of Women	361
<i>P. Sasirekha</i>	
56. A Study on various Factors which Influence Women to Set-up	366
Business Enterprises: With Special Reference to Erode City	
<i>G.B. Karthikeyan and S. Gnana Sugirtham</i>	
57. A Study on Development of Fast Food Industry in Madurai District	378
<i>P. Deivanai</i>	
58. A Study on Corporate Entrepreneurship with Special Emphasis	385
on Entrepreneurial Personality	
<i>P. Santhi and D. Sujaritha</i>	
59. Women Entrepreneurship and Development in India	389
<i>M. Yashodha</i>	
60. Entrepreneurs Made Life Better in India—Case Studies	396
<i>D. Geetha</i>	
61. Women Entrepreneurs	401
<i>T. Kanimozhi and D. Sumitha</i>	
62. Enhancing and Strengthening the Innovation Measures in India	406
<i>C. Parvathi</i>	
63. Role of Women Entrepreneurs by District Central	412
Co-operative Banks in Erode	
<i>P. Rajayyan and A. Selvaraj</i>	
64. Government Assistance to Micro, Small and Medium Enterprises (MSMEs)	417
<i>M.V. Karuna Jeba Mary; C. Karthikeyan and J. Thilagam</i>	
65. Green Procurement and Entrepreneurship	424
<i>S. Kiruba Devi</i>	
66. Attrition Management: A Case Study Approach of Gokul Scribe Belgaum	431
<i>Veena Angadi</i>	
67. Coping with Women Entrepreneurs' Stress	438
<i>K. Shobha</i>	
68. Entrepreneurial Success	444
<i>Vennila Gopal</i>	

69. Role of Women Entrepreneurship in India	451
<i>C.K. Hema and D. Subha</i>	
70. Green Entrepreneurship	461
<i>D. Chandra Priya</i>	
71. A Study on the Problem of Women Entrepreneurs with Special Reference to Coimbatore City	465
<i>R. Nithya and A. Shakthi Priyanka</i>	
72. Impact of Entrepreneurship on the Socio-Economic Upliftment of Women	470
<i>Thiravia Mary Gloria</i>	
73. Women Entrepreneurs	478
<i>S. Jayashree</i>	
74. Performance of Home Messes Run by Women Entrepreneurs:	485
A Case of Karaikudi Town, Sivagangai District	
<i>M. Sathanapriya and G. Sathis Kumar</i>	
75. Green Entrepreneurship—Reduction, Reuse and Recycle Revolution	496
<i>A. Velumani and T.K.S. Lakshmi Priya</i>	
76. Women Entrepreneurship in IT—Psychological Perspective	503
<i>S. Jaya</i>	
77. A Study on Students' Attitude towards Entrepreneurship	508
<i>K. Vidhya Kala</i>	
78. Empowerment of Women through Microfinance	516
<i>G. Santhiyavalli and M. Esther Jansi</i>	
79. Women Entrepreneurship—Problems, Developments and Opportunities	523
<i>D. Geetha and S. Vijayalakshmi</i>	
80. Globalisation and its Impact on Entrepreneurship	531
<i>A. Meenakshi</i>	
81. Capacity Building Training—Best Approach for Women	537
to Become Successful Entrepreneurs	
<i>K. Vasantha</i>	
82. Challenges of Women Entrepreneurs	546
<i>R. Jansi Rani</i>	
83. Creative and Innovative Entrepreneurship—Case Study of the Lunch	551
Box Miracle of Mumbai's Dabbawalas	
<i>V. Deepthi Nair and B. Sandhya</i>	
Author Index	557

Entrepreneurs Made Life Better in India—Case Studies

D. Geetha

Department of Commerce, Avinashilingam Institute
for Home Science and Higher Education for Women, Coimbatore-641043

An entrepreneur is a person who organizes, manages and takes the risk of running an enterprise. The entrepreneurs retain common characteristics of independence, motivation, optimistic, dynamic, innovating and risk bearing. Two case studies are conducted about two successful entrepreneurs to understand the impact of their entrepreneurship on better life in India.

CASE STUDY I

Venkat Changavalli

Chief Executive Officer – Founder – 108 Emergency Services

GVK Emergency Mgt. and Research Institute, Devar Yamzal, Medchal Road, Secunderabad – 500 014.

Mr. Venkat Changavalli currently heads up award winning GVK EMRI, which currently operates in ten states (Andhra Pradesh, Gujarat, Uttarkhand, Goa, Tamil Nadu, Rajasthan, Karnataka, Assam, Meghalaya and Madhya Pradesh) in India, serves 430 million people and has so far saved 108,000 lives.

He has three decades of corporate experience as Chief Executive, Finance and Planning, Marketing and General Management positions in Indian and multinational corporations of pharmaceutical, chemical and FMCG allied industries.

A strategic thinker and lucid trainer, he was trained by the greatest minds at Wharton School, IMD, LBS, Harvard Business School and Columbia Business School on Strategic Thinking, Leadership Skills, Strategic Marketing, Negotiation Skills, etc. Internationally, he is a recognized Organisation Builder and People developer and drives change with clear communication for effective execution.

GVK EMRI has received prestigious awards from The Computer World, Microsoft, IT User – CNBC, 9-1-1 of USA, Ahmedabad Management Association, eIndia and CSI Nihilent.

GVK EMRI Emergency Management and Research Institute

GVK EMRI (Emergency Management and Research Institute) is a pioneer in Emergency Management Services in India. As a not-for-profit professional organization operating in the Public Private Partnership (PPP) mode, GVK EMRI is the only professional Emergency Service Provider in India today.

GVK EMRI handles medical, police and fire emergencies through the “1-0-8 Emergency service”. This is a free service delivered through state-of-art emergency call response centres and has over 2858 ambulances across Andhra Pradesh, Gujarat, Uttarakhand, Goa, Tamil Nadu, Karnataka, Assam, Meghalaya, Madhya Pradesh, Himachal Pradesh and Chhattisgarh. With the expansion of fleet and services set to spread across more states, GVK EMRI has more than 10000 ambulances covering over a billion population in 2011.

With increased focus on research and analytics, GVK EMRI has plans to significantly enhance the overall emergency management scenario—further reducing individual suffering.

108 Services

108 Emergency Response Service is a 24 × 7 emergency service for medical, police and fire emergencies. The service is available for the entire state of Andhra Pradesh, Gujarat, Uttarakhand, Goa, Tamil Nadu, Karnataka, Assam, Meghalaya, Madhya Pradesh and Himachal Pradesh.

The main highlights are:

- It is a 24 × 7 emergency service.
- Toll Free number accessible from landline or mobile.
- Emergency help will reach you in an average of 18 minutes.

108 is dialed for the purposes mentioned below:

- To save a life
- To report a crime in progress
- To report a fire.

108 Emergency Response Services has also signed MOU with over 6800 hospitals which provide initial stabilization free of cost for the first 24 hours.

Types of Emergencies

<i>Medical Emergencies</i>	<i>Police Emergencies</i>	<i>Fire Emergencies</i>
Serious Injuries	Robbery/Theft/Burglary	Burns
Cardiac arrests	Street Fights	Fire breakouts
Stroke	Property Conflicts	Industrial fire hazards
Respiratory	Self-inflicted injuries/Attempted suicides	
Diabetics	Theft	
Maternal/Neonatal/Pediatric	Fighting	
Epilepsy	Public Nuisance	
Unconsciousness	Missing	
Animal bites	Kidnappings	
High Fever	Traffic Problems (Traffic Jams or Rallies, <i>raasta rooks</i> , etc.)	
Infections	Forceful actions, riots, etc.	

VOLUNTEERISM

Volunteers in Case of Emergency (VoICE)

Volunteerism is a major initiative by GVK EMRI to ensure that no emergencies go unreported and unattended. GVK EMRI is keen to enlist the support of volunteers to disseminate knowledge and information about 1-0-8 services. Volunteers can assist in the following areas:

- Reporting emergencies to help those who have no access to a telephone
- Provide assistance to victim till the ambulance arrives
- Accompany victims to the hospital and serve as referral for the unknown
- Transporting the victim to a meeting point where the ambulance will take over or take the victim directly to the hospital in case the ambulance is busy or not available.

The volunteers are broadly classified as Brand Ambassador, Resource Provider and Service Provider.

Brand Ambassador

Brand Ambassador refers to a registered volunteer who would create awareness about 1-0-8 services in their respective areas and enable people to make use of emergency services effectively.

Expectations of GVK EMRI:

- Create Awareness about GVK EMRI-108
- Motivate Citizens for optimum utilization of 1-0-8 services during emergencies.

Responsibilities:

- To facilitate in providing Emergency Response Service (ERS) effectively in the respective locations
- To create a sense of community ownership among the people about GVK EMRI services.

Resource Provider

Resource Provider refers to a registered volunteer who would provide essential resource either to the needy during emergencies or to the GVK EMRI field staff for rendering effective emergency services.

Expectations of GVK EMRI:

- Telephone (Mobile, accessories/Fixed Landline/WLL) to communicate emergencies to 1-0-8 on behalf of the victim
- Facilitate the existing 1-0-8 ambulance in ensuring uninterrupted emergency Services when the communication system (mobile) is either non-functional due to connectivity lapses or any such unavoidable circumstances
- Provide 2/3/4 wheeler as an alternate ambulance, when the existing 1-0-8 ambulance is not available due to breakdown or any other reasons
- Shelter for Ambulance and Residential Space for GVK EMRI staff to be provided in those locations where the particular infrastructure is not available.

Responsibilities: To be instrumental in providing resources when needed and enable an uninterrupted Emergency Response Service in their respective locations.

Service Provider

Service provider refers to a registered volunteer who is willing to render timely skill based services in the process of saving lives.

Expectations of GVK EMRI: As First Respondent, provides pre-hospital care to the victim. For instance, if a volunteer is a doctor, in case of Medical emergencies, he/she can give pre-hospital care before the ambulance reaches to the site.

As Attendee: The Volunteer may accompany the victim in the Ambulance/Hospital.

As Pilot (Driver): The volunteer may extend service to transport the victim by driving the vehicle and render service if the field staff of GVK EMRI in Ambulance are not available due to unavoidable circumstances such as sudden illness and so on.

As Vehicle Mechanic: Provides services for minor/major repairs and servicing of GVK EMRI network vehicles so as to facilitate and keep the field operations intact.

Responsibilities

- Facilitate effective service delivery mechanism.
- Ensure uninterrupted Emergency response system.

In the Regional leadership summit meeting of CII held in Coimbatore, Venkat has explained how much efforts he has taken to get Tamil Nadu Government's acceptance to implement 108 Ambulance Scheme in Tamil Nadu. The Chief Minister Mr. M. Karunanidhi has given full government support to build the infrastructure and to run the 108 scheme efficiently in Tamil Nadu to help the needy.

CASE STUDY II

Anu Aga

Director, Thermax Limited, Thermax House, 14, Mumbai Pune Road, Wakewadi, Pune-411 003

Anu Aga is an Indian businesswoman and social worker, who led Thermax Ltd., the ₹ 3246-crore energy and environment engineering major, as its chairperson during 1996–2004.^[1] She had figured among the eight richest Indian women, and in 2007 was part of 40 Richest Indians by net worth according to *Forbes* magazine.^{[2][3]}

After retiring from Thermax, she took to social work, and in 2010 she was awarded the Padma Shri (Social Work) by Govt. of India.^[4]

Early Life and Education

Anu Aga was born on 3 August 1942 in an upper middle-class Parsi family in Mumbai. She did her B.A. in Economics from St Xavier's College, Mumbai,^[5] and post graduation in medical and psychiatric social work from the prestigious Tata Institute of Social Sciences (TISS), Mumbai. She had also been a Fulbright Scholar and studied in the United States for four months.

Personal Life

Anu was married to Rohinton Aga, a graduate from the Harvard Business School and became parents to daughter Meher and son Kurush. Rohinton died in 1996 of massive stroke, and a little over a year later, her son Kurush died at the age of 25 years.^{[6][7]} Within few days she lost her supportive mother-in-law and loving dog. She came up courageously to face the challenges ahead of her. Today, Arnavaz 'Anu' Aga lives in Pune, Maharashtra.^[8]

Career

Anu started her career in Thermax in 1985 and later headed its human resources division, 1991 to 1996, when after the death of husband, *Rohinton Aga*, she took as Chairperson, Thermax, finally retiring in 2004 succeeded by her daughter and company vice-chairperson, Meher Pudumjee. Anu has since remained on company's Board of Directors,^[2] and involved with social work.

Mrs. Anu Aga has been very active in various national and local associations like Confederation of Indian Industry (CII) and had served as the Chairperson of CII's Western Region. She has written extensively and given talks on the subjects of Corporate Governance, Corporate Social Responsibility, Role of Women and Education.

Mrs. Aga is the Chairperson of the Thermax social Initiative Foundation which runs the CSR activities of Thermax, including two schools for children from the under-privileged sections of society. She is also closely associated with the "Teach for India", initiative which attempts bridging the inequity gap in education. She is keenly involved in the causes of communal harmony and human rights, especially women and children.

CONCLUSION

These case studies show that entrepreneurs in India are making life better for Indians. They are examples of successful entrepreneurs with the essential characteristics. The corporate social responsibility is wonderful. India is proud of such entrepreneurs. It welcomes such entrepreneurs who inspire all in the development of the country.

EXTERNAL LINKS

- Anu Aga, Director, Profile (<http://www.thermaxindia.com/About-Us/Heritage.and-Values/Funding-Family.aspx>) Thermax India.

REFERENCES

- [1] "Anu Aga passes Thermax Baton to New Chairperson". *Indian Express*. Oct 05, 2004.
- [2] "India's Richest". *Forbes.com*. 2007-11-14. p. 2.
- [3] Vashisht, Pooja (9 February 2004). "Anu Aga and triumph of the spirit". *The Times of India*.
- [4] "This Year's Padma Awards Announced" (Press release). Ministry of Home Affairs. 25 January 2010.
- [5] "St Xavier's past, present, future..". *The Times of India*, 5 January 2010.
- [6] "Anu Aga: A House by the River". *Forbes India*. July 21, 2009.
- [7] "Fitness — Executive Style". *Business Line*. Oct. 26, 2002.
- [8] *Silk and Steel: Anu Aga Harmony India*.

Women Entrepreneurship—Problems, Developments and Opportunities

D. Geetha¹ and S. Vijayalakshmi²

¹Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore, Tamil Nadu

²PSGR Krishnammal College for Women, Coimbatore

INTRODUCTION

The Indian economy has been witnessing a drastic change since mid-1991, with new policies of economic liberalization, globalization and privatization initiated by the Indian government. India has great entrepreneurial potential. At present, women involvement in economic activities is marked by a low work participation rate, excessive concentration in the unorganized sector and employment in less skilled jobs.

Any strategy aimed at economic development will be lopsided without involving women who constitute half of the world population. Evidence has unequivocally established that entrepreneurial spirit is not a male prerogative. Women entrepreneurship has gained momentum in the last three decades with the increase in the number of women enterprises and their substantive contribution to economic growth. The industrial performance of Asia-Pacific region propelled by Foreign Direct Investment, technological innovations and manufactured exports has brought a wide range of economic and social opportunities to women entrepreneurs.

Women entrepreneurship is inherent and also a natural process. Women are naturally endowed with the qualities of entrepreneurship. Maternity is a creative capacity involving risk of life. Maternal instincts generate enormous strength and determination that drive the fear away from them. Courageousness and determination that generate at the time of maternity are in-born. These characters generate within themselves and not come from elsewhere.

Women entrepreneurs are those women who think of a business enterprise, initiate it organize and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise.

Women entrepreneurship development is an essential part of human resource development. The development of women entrepreneurship is very low in India, especially in the rural areas. Entrepreneurship amongst women has been a recent concern. Women constitute almost half of the total population of world. Similarly in India also women constitute fifty percent of the total population.

DEVELOPMENTS OF WOMEN ENTREPRENEURS

Women Entrepreneurs of the Fiftieth Decade

These women fall into two categories.

Category I: creating and managing an entrepreneurial activity where there was no income generating male. The woman gave up her education and any other aspirations for herself and became the income generator for the rest of the family.

Category II: one who lived by social roles and woke up one day to find that either she took charge of the enterprise the husband had left or she and her own family would be the losers. For both this sets of women, it took enormous courage to break through the social maps and coding.

Such kinds of the women in the fifties were few. For many others the businesses were taken away by relatives and the women and their families lived their lives as dependents while they had the resources or did not have the resources.

Women Entrepreneurs of the Sixtieth Decade

These women educated in schools and colleges began to have aspirations. These were largely unarticulated. Women accepted the social coding of the socio-cultural traditions and married. But soon they took small steps to start small one-woman enterprises at home and from home. These were still activities for self-occupation and engagement but behind these were the seeds of aspirations to discover a meaning for the self and economic choices. This was still not for economic autonomy or economic self-sufficiency.

Women Entrepreneurs of the Seventieth Decade

This was the decade, when a critical mass of women completed their education and entered the workforce as professionals. The women in this decade opened up new frontiers. These women were unlike their mother and had not only aspirations but also ambitions. They opted for self-employment, be the enterprise—a one women enterprise or who employed several others. This was an active step swimming upstream and walking uphill. This choice was not out of compulsions or helplessness. It was an active choice to take charge of ones' life. They were:

- Work as an integral aspect of their life space
- Income generation and a career choice where both the social system and occupation were equally significant
- Educated and qualified women aspired for a different role *vis-à-vis* their mothers and grandmothers
- The women wanted homes, marriage and children as well as occupation
- In entrepreneurial roles the women were willing to carry their share of the work responsibilities and also wanted the enterprise to grow and succeed. They wanted their voices to be heard to employees and as managers of the enterprise to the outside business environment.

Women Entrepreneurs of the Eightieth Decade

In this decade, the women were educated in highly sophisticated technological and professional education. Many had medical, engineering and similar other degrees and diplomas. Many

entered their fathers' or husbands' industry as equally contributing partners. Women in other spheres opened their own clinics and nursing homes and many more opened up small boutiques, small enterprises of manufacturing and entered garment exports. This was the decade of the breakthrough for women in many fields and frontiers. Women made personal choices, stood up for their convictions and had the courage to make new beginnings. However, all these choices and beginnings was a not smooth sailing. For many, the society was hostile, the family was opposing and non-supportive and the women carried the guilt of not playing the traditional and appropriate social roles namely that of being a good mother.

Women Entrepreneurs of the Ninetieth Decade

These were qualitatively a different breed of women. These women already had a role model in the earlier generations of women. The women of the nineties were capable, competent, confident and assertive women. They knew what choices to make, they were clear as to what they wanted to do and they went ahead and did it. The nineties have thrown up many names of women who initiated an enterprise, fostered it and nurtured it to grow. The nineties have thrown up many others who entered the big enterprises of their fathers and husbands and contributed it with their competencies and capabilities. Sometimes they outshone the names of their fathers and husbands.

The fathers thought of 'inheritance' or a 'legacy' to a 'daughter' than just a son who may have been incapable and incompetent. With economic independence, women have acquired a high self-esteem and have also discovered that they are able to deal with situations single-handedly. Women in nineties have made up their minds to have a single child in order to meet the demands of home and work and have very well been able to integrate their multiple roles in multiple systems.

Women Entrepreneurs of the 21st Century

This is the century of telecom, IT and financial institutions. Women's expertise in all these industries is beginning to emerge and women are emerging as a force to reckon with. Many of these new industries are headed and guided by women who are seen as pioneers and mavericks.

The transition to the next millennium is where the women will create new paradigms of being a daughter who takes the responsibility of her parents, is a wife who wishes to create a home and a family, a mother who takes charge of the children to make them the children of the new millennium. She is also the entrepreneur who builds an enterprise and discovers her relevance and meaning of her life in herself. She accepts the uniqueness of her identity and is willing to share the space. Simultaneously with all the dreams of togetherness she searches for mutuality, dignity and respect. She is also open to a life without marriage and a parenting without a father.

Present Status of Women Entrepreneurs

Since 21st century, the status of women in India has been changing as a result to growing industrialization and urbanization, spasmodic mobility and social legislation. Over the years, more and more women are going in for higher education, technical and professional education and their proportion in the workforce has also been increased.

With the spread of education and awareness, women have shifted from the kitchen, handicrafts and traditional cottage industries to non-traditional higher levels of activities. Even the government has laid special emphasis on the need for conducting special entrepreneurial training programmes for women to enable them to start their own ventures. Financial institutions and banks have also set up special cells to assist women entrepreneurs. This has elevated the women entrepreneurs on the economic scene in the recent years although many women's enterprises are still remained a much neglected field.

However, for women there are several handicaps to enter into and manage business ownership due to the deeply embedded traditional mindset and stringent values of the Indian society.

Problems Faced by Women Entrepreneurs

Women entrepreneurs face a series of problems right from the beginning till the enterprise functions. Being a woman itself poses various problems to a woman entrepreneur, the problems of Indian women pertain to her responsibility towards family, society and work.

The tradition, customs, socio-cultural values, ethics, motherhood, physically weak, hard work areas, feeling of insecurity, soft nature, etc. are some peculiar problems that the Indian women are coming across while they jump into entrepreneurship.

Women in rural areas have to suffer even more. They face tough resistance from men. They are considered as helpers. The attitude of society towards her and constraints in which she has to live and work are not very conducive.

Besides the above basic problems the other problems faced by women entrepreneurs are as follows.

Family Ties

Women in India are very emotionally attached to their families. They are supposed to attend all the domestic work, to look after the children and other members of the family. They are overburdened with family responsibilities like extra attention to husband, children and in-laws which take away a lots of their time and energy. In such situation, it will be very difficult to concentrate and run the enterprise successfully.

Male Dominated Society

Even though our constitution speaks of equality between sexes, male chauvinism is still the order of the day. Women are not treated equal to men. Their entry to business requires the approval of the head of the family. Entrepreneurship has traditionally been seen as a male preserve. All these put a break in the growth of women entrepreneurs.

Lack of Education

Women in India are lagging far behind in the field of education. Most of the women (around sixty per cent of total women) are illiterate. Those who are educated are provided either less or inadequate education than their male counterpart either due to early marriage, or due to son's higher education or due to poverty. Due to lack of proper education, women entrepreneurs

remain in dark about the development of new technology, new methods of production, marketing and other governmental support which will encourage them to flourish.

Social Barriers

The traditions and customs prevailing in Indian societies towards women sometimes stand as an obstacle before them to grow and prosper. Castes and religions dominate with one another and hinder women entrepreneurs too. In rural areas, they face more social barriers. They are always seen with suspicious eyes.

Shortage of Raw Materials

Neither the scarcity of raw materials, nor availability of proper and adequate raw materials sounds the death-knell of the enterprises run by women entrepreneurs. Women entrepreneurs really face a tough task in getting the required raw material and other necessary inputs for the enterprises when the prices are very high.

Problem of Finance

Women entrepreneurs suffer a lot in raising and meeting the financial needs of the business. Bankers, creditors and financial institutes are not coming forward to provide financial assistance to women borrowers on the ground of their less creditworthiness and more chances of business failure. They also face financial problem due to blockage of funds in raw materials, work-in-progress finished goods and non-receipt of payment from customers in time.

Tough Competition

Usually women entrepreneurs employ low technology in the process of production. In a market where the competition is too high, they have to fight hard to survive in the market against the organised sector and their male counterparts who have vast experience and capacity to adopt advanced technology in managing enterprises.

High Cost of Production

Several factors including inefficient management contribute to the high cost of production which stands as a stumbling block before women entrepreneurs. Women entrepreneurs face technology obsolescence due to non-adoption or slow adoption to changing technology which is a major factor of high cost of production.

Low Risk-Bearing Capacity

Women in India are by nature weak, shy and mild. They cannot bear the risk which is essential for running an enterprise. Lack of education, training and financial support from outsiders also reduce their ability to bear the risk involved in an enterprises.

Limited Mobility

Women mobility in India is highly limited and has become a problem due to traditional values and inability to drive vehicles. Moving alone and asking for a room to stay out in the night for

business purposes are still looked upon with suspicious eyes. Sometimes, younger women feel uncomfortable in dealing with men who show extra interest in them than work related aspects.

Lack of Entrepreneurial Aptitude

Lack of entrepreneurial aptitude is a matter of concern for women entrepreneurs. They have no entrepreneurial bent of mind. Even after attending various training programmes on entrepreneurship, women entrepreneurs fail to tide over the risks and troubles that may come up in an organisational working.

Limited Managerial Ability

Management has become a specialised job which only efficient managers perform. Women entrepreneurs are not efficient in managerial functions like planning, organising, controlling, coordinating, staffing, directing, motivating, etc. of an enterprise. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.

Legal Formalities

Fulfilling the legal formalities required for running an enterprise becomes an upheaval task on the part of a women entrepreneur because of the prevalence of corrupt practices in government offices and procedural delays for various licenses, electricity, water and shed allotments. In such situations women entrepreneurs find it hard to concentrate on the smooth working of the enterprise.

Exploitation by Middle Men

Since women cannot run around for marketing, distribution and money collection, they have to depend on middle men for the above activities. Middle men tend to exploit them in the guise of helping. They add their own profit margin which results in less sales and lesser profit.

Lack of Self-Confidence

Women entrepreneurs because of their inherent nature, lack self-confidence which is essentially a motivating factor in running an enterprise successfully. They have to strive hard to strike a balance between managing a family and managing an enterprise. Sometimes she has to sacrifice her entrepreneurial urge in order to strike a balance between the two.

ENTREPRENEURIAL OPPORTUNITIES FOR RURAL WOMEN

Business opportunities for women comprise of using metals, wood, stone, and metals like bronze, iron, steel to create handicrafts and handcrafted gift items, such as metal items, bangles, glass, utensils, cane and bamboo for making furniture, clay for making statues of Indian deities, pots, vessels, other decoration pieces, making baskets from straw, embroidery from thread called chikankari, carpet making, etc.

Here is a list of Business opportunities for women in Rural India:

- Floriculture
- Tissue culture banana cultivation

- Seed production
- Mushroom Cultivation
- Bee-keeping
- Processing of milk/dairy products
- Agro-processing (dal, papad, beedi making)
- Pickle, sauce, jam, jelly, squash, etc.
- Coir work (preparation of yarn, door mats, rope, toys)
- Vermi-compost
- Tailoring and Embroidery
- Toy-making with different types of raw material
- Leather handicraft
- Agarbatti/Chalk/Candle/Phenyl preparation
- Handicraft
- Puppet making
- Plates and cups of Areca leaves
- Jute Bags, Baskets, Hats.

OPPORTUNITIES RELATED TO HERBAL AND MEDICINAL PLANTS SECTOR

According to World Health Organization the demand for medicinal plants based raw materials is growing at the rate of 15 to 25% annually is likely to increase more than US\$ 5 Trillion in 2050. The annual turnover of three of the major Indian systems of medicine—Ayurveda, Unani and Sidha—is estimated to be more than a billion dollar. The gap between demand and supply is estimated to be 200,000 tons, which is expected to rise to 400,000. Collection, simple processing and trading of medicinal plants contribute significantly to the cash income of the women in impoverished hills, mountains and rural interiors of India. The medicinal plant resource base sustain million of resource for poor. There is tremendous potential for rural women to grow herbal and medicinal plants. Around 7,500 plants have been identified as to contain properties for treatment of various types of illness and ailments. Medicinal and herbal plants need less water and fetch steady returns in the current market scenario. Institute like CIMAP, NABARD, NBRI, provide entrepreneurs specialized training, technology, seed material; financial assistance and also contacts of buyers who will purchase the produce if they switch to cultivating medical plants. *Aloe vera*, among several other species, is grown abundantly.

OPPORTUNITIES FOR WOMEN IN TOBACCO BUSINESS

Another option that rural women have is Rolling Bidis where there is lot of exploitation in which workers get only ₹ 33 for rolling out 1000 Bidis. But the women have no choice because this is the only alternative source of income available to them otherwise their families will have nothing to eat. About 76% of the Bidi makers are women engaged in plucking and sale of tendu leaves.

OPPORTUNITIES FOR WOMEN IN RURAL RETAILING

Another area which is full of opportunities for rural women is selling low cost economical branded products in rural areas so that branded products can reach remote places. These women

know the local language, identify the needs and requirements, taste and preferences of rural population. A good example is Project Shakti launched by Hindustan Lever Limited in Andhra Pradesh with the help of NGOs and state government because of which around 2,810 rural women have become entrepreneurs. The objective of the project was to create sources of income for underprivileged rural women thereby improvement in their standard of living, better education for their children, better health.

CONCLUSION

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women entrepreneurs have become a strong driving force in today's corporate world. Not only are they able to equalize their duties of both motherhood and entrepreneurship but they also comprise almost half of all businesses owned today. Many women entrepreneurs have an average age of 40–60 years old because they have had previous careers in other areas. Their primary goal is not monetary reward but rather personal satisfaction and community involvement. Many of them are educated and assemble into groups in order to pool business ideas and resources together.

Women entrepreneurs also have lot of opportunities in Rural Areas in our country. Yet despite the many opportunities, many prospective women entrepreneurs are intimidated to move forward. Overall, there are many promising forthcoming predictions for women business owners. Women entrepreneurs contribute significantly to the economic, social and rural development of our country.

REFERENCES

- Kollan, Bharti and Rparikh, Indira J., "A Reflection of the Indian Women in Entrepreneurial World".
Sharma, Sheetal (2006). "Educated Women, Powered, Women" Yojana, Vol. 50, No. 12.
Shiralashetti, A.S. and Hugar, S.S., "Problem and Prospects of Women Entrepreneurs In North Karnataka District: A Case Study"; *The ICFAI Journal of Entrepreneurship Development*, Vol. IV, No. 2.
www.sociologyguide.com
www.google.com



Dr. U. Jerinabi presently is the Dean, Faculty of Business Administration, Head of the Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. She is an eminent scholar having rich academic background (35 years of Service) and had specialized in Corporate Finance, Micro Finance, Financial Management and Entrepreneurship Development. Her Ph.D. degree is in the field of Micro Finance. She has published

number of research papers in reputed National and International Journals. She is an active trainer in Micro Credit Management and Capacity Building for Women Manager's in Higher Education. She has visited many countries like US, UK, Malaysia, Kuwait and Tanzania as an academician. She is in the Board of Studies and Board of Examination of various Universities in Tamil Nadu. She has published one book and two edited volumes on Micro Finance and Gender Equity and Inclusive Growth. She has undertaken two major research projects and two minor research projects from UGC.



Dr. P. Santhi is presently an Associate Professor in the Department of Commerce of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, Tamil Nadu, India. She has 16 years of research and 22 years of teaching experience to her credit. She has presented many papers in national and international seminars and conferences. She has published research articles in various journals of national and international repute. She has served various committees at the university level and achieved laurels in outreach activities.

Price ₹ 1450.00

ISBN 978-81-8424-802-9



9 788184 248029

Allied Publishers Pvt. Ltd.

visit us at: www.alliedpublishers.com