
Review of Literature

The Literature pertinent to the study entitled “**Work Life Dynamic of Selected Women Entrepreneurs in Coimbatore City**” has been reviewed and presented under the following headings:

- 2.1. Women Entrepreneurs: A Scenario
- 2.2. Challenges faced by Women Entrepreneurs
- 2.3. Government Efforts to Promote Entrepreneurship Development
- 2.4. Resource Management Practices of Women Entrepreneurs
- 2.5. Problems Encountered by Women Entrepreneurs

2.1. Women Entrepreneurs; A Scenario

The word entrepreneur originates from the French word “entrepreneur” which means “to undertake”. In a business context, it means to start a business. The Merriam Webster dictionary presents the definition of an entrepreneur as a person who organizes, manages and assumes the risk of a business or enterprise. “The entrepreneur is one who always searches for changes, responses and exploits it as an opportunity”- Peter Drucker, (<https://www.brainyquote.com>).

Many authors have defined ‘entrepreneur’ differently. Generally, an entrepreneur is a person who combines capital and labor for production. “Women Entrepreneur” is a person who accepts challenging roles to meet her needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. Yet in some parts of the country women still remain without knowing their power. They don't know that they can break the domination over men and move on, walk on and fight for their freedom. Women contribute significantly to the running of family business mostly in the form of unpaid effort and skills. The value of this effort is underestimated by the families and taken for granted. On the other hand, many of the enterprises run by women are controlled

and decision making are done by men .Women entrepreneurs can succeed only if they take note of this paradox as well as of the familial and social conditioning that reduces the confidence, independence and mobility of women,(Anju, et al .,2018).

Women entrepreneur may be defined as a woman or group of women who initiate, organize, and run a business enterprise. Women entrepreneur can be defined as confident, innovative and creative women, capable of achieving self - economic independence individually or in collaboration, generate employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life, (www.iosrjournals.org). Women who innovate, imitate or adopt a business activity are called "women entrepreneurs" There are no boundaries for entrepreneurs. They are not restricted to any particular profession or occupation or religion or even to industry. In the present century women are coming out of their comfort zone and proving their caliber.

Startup India is the today's most attractive and desired slogan for economic growth through innovation and job creation to promote women entrepreneurship (Preeti 2016). Though the constitution of India guarantees equality, the status of women in India is comparatively is lower than many other countries of the world. The status of women in Indian society is deplorable, where she doesn't get proper education, less freedom to take decision and lesser recognition of her rights. Women in India play varied roles and are expected to be answerable to her family. Along with it she is also expected to maintain a balance among the roles like that of sister, wife mother and professional.

A country may possess abundant and inexhaustible natural and physical resources, necessary machinery and capital equipment, but unless there are people who combine these resources in right proportions, the nation cannot make rapid strides towards economic and social advancement. Entrepreneur is a specific instrument of entrepreneurship. It creates resources because there is no such thing as a 'resource' until the human finds a use for something and endows it with economic value. In the early 16th century the term entrepreneurs was applied to persons engaged in military expeditions, and extended to cover construction and

civil engineering activities in the 17th century; but during the 18th century, the word 'entrepreneur' was used to refer to economic activities,(Yashodha, 2012).

Entrepreneur is the central figure of economic activity and propeller of development under free enterprise. Women entrepreneurs have certain qualities like risk taking, innovativeness and self-confidence. The qualities of an entrepreneur in raising enterprise and their functioning leads to economic development of a country in different ways depending on how much innovative she is in carrying out the venture (Singh, 2004). Entrepreneurs initiate, organize, manage and control the affairs of a business unit that combine the factors of production to supply goods and services, whether the business pertains to agriculture, industry, trade or profession. Women's business leadership cannot be understood using traditional male oriented framework of business analysis. She writes that "significant difference have been found in skills, business goals, management styles and business characteristics. These variations suggest that women perceive and approach business differently than men. Entrepreneurial skill, therefore, is to be regarded as the most precious natural possession (Deepthi 2012).

Starting one's own business is undoubtedly challenging. These challenges are multiple in cases of women entrepreneurs. It's still more complicated in case of women entrepreneurs in health care sector where female entrepreneurs are still under represented. A lady can be successful entrepreneur with strong guts and strong network by coming out of her comfort zone. In India, women with varied social, economic, political, regional and linguistic backgrounds constitute half the nation. The socio-economic condition of women is the key for overall growth and development of the country. Rathore and Chabra, (1991) in their paper on 'Promotion of Women Entrepreneurship Training Strategies' state that Indian women find increasingly difficult to adjust themselves to the dual role that they have to play as traditional housewives and compete with men in the field of business and industry.

Harinarayana,(1991) in his study on "Promotion of Women Entrepreneurship" lists economic backwardness, lack of familial and community

support, ignorance of opportunities, lack of motivation, shyness and inhibition, preference for traditional occupation and preference for secure jobs as the factors that inhibit promotion of grass root entrepreneurship. Nayyar and Pooja et. al. (2007) in their study state that entrepreneurs face constraints in aspects of financial, marketing, production, work place facility and health problems. Srivastava and Chaudhary, (2008) in their work on 'Women Entrepreneurs: "Problems Perspective and Role Expectations" points out that a host of motivating factors act simultaneously on the individual creating dissonance, which in turn motivates her to take an action directed towards elimination or reduction of dissonance in the individual. The employment life cycle of woman can be split into two phases. The first spans employment prior to the birth of the woman's first child and the second phase comes after the youngest child is of school age.

Women entrepreneurs are shining in all areas, all geographical regions and in different disciplines with the spread of education and the increase in the number of working women outside their homes, is gradually changing. Women have risen above socio- cultural traditional and well defined role of a housewife and have gradually evolved into the dual and more self – fulfilling roles of a working women and a housewife. The factors for change are better education, changing socio – cultural values and the need for supplementary income due to inflation, (The new Indian Express 2018).

Today women in India are increasingly participating in all spheres of activities. They are promoting appropriate technology and improving efficiency and productivity and are involved in decision making process. Some traits possessed by Indian women are confidence, ambitious, open and willing to learn, values cooperation, cost conscious, aware of her legal responsibility to the social order, focus on their plans and resourceful. Since the 21st century the status of women in India has been changing as a result of mounting industrialization, urbanization and social legislation. Hence women must be considered as target group to be trained in all developmental programmes, (Nayyar, pooja et.,al 2007).

The women entrepreneurs are likely to succeed their male counterparts; provided their potential needs for successful entrepreneurs become stronger for the

next generation. India should be clear focused on its action and sustainable mandate and serious minded to nurture and create more women entrepreneur, (The new Indian Express 2016). Woman engaging in entrepreneurial activities was a remote idea and the idea that a woman can take up entrepreneurial activity was not considered seriously. It was predominantly a male dominated field till the rise of 90. After the introduction of the policy of privatization, liberalization and globalization the women started responding to the changes in the environment and their entry in the entrepreneurial activities was noticed. The process of computerization also was an aid for women in their way.

The facts about women entrepreneurs released by 6th economic census follows, out of total 58.5 million entrepreneurs' women constitutes 13.76% i.e 8.05 million. Establishments owned by females provide employment to 13.45 million people. Religion wise Hindu community women are maximum in number who took entrepreneurial activities followed by Muslim and Christians. Largest numbers of women entrepreneurs are present in Tamil Nadu followed by Kerala, Andra Pradesh, West Bengal and Maharashtra, (<http://www.governancenow.com/news/regular-storyact-sheet-women-entrepreneurs-in-India>). Entrepreneurs are concerned mainly with the environment, individuals and institutions to achieve their goals. It also included entrepreneurial core, work core, social core, individual core and economic core. The sum of experiences and the knowledge, skills, values and attitudes acquired during our lifetime are necessary for effective performance in a job or life role. It also included initiative, concern for high quality of work, problem solving, and self-confidence (Indian Journal Research 2016).

A woman constitutes the family, which leads to society and the Nation. Social and economic development of women is necessary for overall economic development of any society or a country. Due to change in environment, people are more comfortable to accept leading role of women in our society, though there are some exceptions. Our increasing dependency on service sector has created many entrepreneurial opportunities especially for women where they can excel their skills with maintaining balance in their life. In this dynamic world, women entrepreneurs

are an important part of the global quest for sustained economic development and social progress. In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status in the society. It is only from the Fifth Five Year Plan (1974-78) onwards that their role has been explicitly recognized with a marked shift in the approach from women welfare to women development and empowerment. Empowerment is now increasingly seen as a process by which the one's without power gain greater control over their lives which includes material assets, intellectual resources and ideology. Empowerment is defined as a process of awareness and uncountable, of capacity building leading to greater participation, effective decision making and control to lead transformative action. With reference to women the power relation includes their lives at multiple levels, family, community, market and the state.

The development of women entrepreneurship has become an important aspect of our plan priorities. Several policies and programmes are being implemented for the development of women entrepreneurship in India (<https://www.scribd.com>). Watson (2003) found out that woman entrepreneurs are more to exploiting entrepreneurial opportunities than men. As a result, women entrepreneurs are destined to be treated as having a low level of influence on their management perspective, strategic thinking, entrepreneurial planning abilities and overall growth. According to these authors, women entrepreneurs are therefore considered more conservative, risk averse and less pro-active. This creates a situation for women entrepreneurial orientation to determine strategic position by their ability to recognize opportunity.

Women are generally perceived as home makers with little to do with economy or commerce. But this picture is changing. In Modern India, more and more women are taking up entrepreneurial activity especially in medium and small scale enterprises. Even as women are receiving education, they face the prospect of unemployment. In this background, self-employment is regarded as a cure to generate income. The Planning commission as well as the Indian government recognizes the need for women to be part of the mainstream of economic

development. Entrepreneurship is the state of mind which every woman has in her but has not been capitalized in India in way in which it should be. Women entrepreneurship is seen as an effective strategy to solve the problems of rural and urban poverty.

The role of women entrepreneurs is especially relevant in the situation of large scale unemployment that the country faces. The modern large scale industry cannot absorb much of labour as it is capital intensive. The small scale industry plays an important role absorbing around 80% of the employment. The myth that women cannot engage in productive employment needs to be dispelled. They can be encouraged to set up small and medium scale industries on their own initiative. Entrepreneurship development for women is an important factor in economic development of India, (Riyazkhan et., al 2012).

In our societies women who represent approximately half of the total world population were treated as show pieces to be kept at home. But now they are also enjoying the impact of globalization not only on domestic but also on international sphere. Women have come out of the four walls to contribute in all activities. Indian women are ready to take the burden of work in house and as well as at work place. From many survey it is discovered that the female entrepreneurs from India are producing more capitals than the other part of the world, since they have great entrepreneurial potential.

At the present era, women participation in financial activities is marked by a low work participation rate. As per the third all- India census of Small Scale Industries, only 10.11% of the micro and small enterprises were owned by women, and only 9.46% of them were managed by women. India provides a good example of women entrepreneurs (<https://www.ripublication.com>). While the number of women operating their own business is increasing globally, women continue to face huge obstacles that stunt the growth of their businesses, such as lack of capital, strict social constraints, and limited time and skill, (<https://www.researchgate>). The knowledgeable Indian women have to go a long way to achieve equal rights and position because customs are deep rooted in Indian society where the sociological set up has been a male dominated one.

Despite all the social hurdles, Indian women stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business. These women leaders are assertive, persuasive and willing to take risks. They manage to survive and succeed in this stiff competition with their hard work, diligence and perseverance (Hariharaputhiran, 2014).

The days have gone where in Indian culture the women should keep quite without taking any active participation, and was treated as subordinates while the real boss was male .But in present scenario in the 21st century, the educated women are not willing to restrict themselves. They are acquiring equal knowledge in terms of education, and stand equally in the male dominated society. Despite of social hurdles followed in India the women entrepreneurship is glowing in India with successful stories. The saying “behind the success of every men there is a woman” has changed because the women are also becoming successful by opening up the key i.e. entrepreneurship. Normally the women entrepreneurs are found in kitchen activities .mainly preparing and marketing the products like pappad , pickles and masala powders. But today we see women professionals working in administration, engineering, medicine, law and other streams. When women moves forward, the family moves, the village moves and the nation moves. These words of Pandit Jawahar Lal Nehru are an accepted fact (Pruthvi, 2018).

Employment gives economic status to women and economic status gives way to social status and there by empowerment to women. Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Women play a vital role in the growth and development of the economy of the nation, (Singh and Belwal, 2008).

The women entrepreneurs are rising drastically and in addition to this the government of India is also giving importance for the augmentation of women entrepreneurs in India. The central government has announced various schemes to support women and thereby to uphold the importance given to them. At the same time NGO's are also enlightening the women to become entrepreneurs by joining hands with the government. Hence the women entrepreneurs now can open up their business activities from small scale to large scale operations. Economic growth of any developing country highly depends on the participation of women in the workforce. The number of women entrepreneurs is rising rapidly and many are creating substantial businesses. Women constitute nearly half of the total population, which indicates that women represent a huge possibility to be utilized for the development of socio-economic condition of the country. The number of women entrepreneurs is increasing day by day. More and more women are launching their own businesses. The involvement of women in various entrepreneurial activities has empowered them in social, economic and cultural arena. The power of and access to taking decisions within and outside the family has increased for women. These socio-cultural changes have played a pivotal role in the emergence of female entrepreneurship over the last decade, (www.asianacademicresearch.org).

However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Women are considered as weaker sex and always made to depend on men folk in their family and outside, throughout their life. The Indian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure. While at least half the brainpower on earth belongs to women, women remain perhaps the world's most underutilized resource. Despite all the social hurdles, India is brimming with the success stories of women. They stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life

style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. They managed to survive and succeed in this cut throat competition with their hard work, commitment ability to learn quickly, persuasiveness, open style of problem solving, willingness to take risks and chances to motivate people, are the strengths of the Indian women entrepreneurs,(Goyal et.,al 2011).

The social status of women had been considerably enhanced in India, enabling them to overcome the shackles of a custom ridden, basically orthodox society. Now women have plunged into all male dominated professions, and despite many hurdles faced by them, they have elbowed their way just about in every career and profession. Today, Indian women have taken up multiple roles, as a daughter, gainfully employed home maker, wife, daughter-in- law, mother, and probably later, a mother-in law too. These multiple roles expose today's women to a multitude of situations, most of which cause pressure and stress on their personality.

2.2. Challenges Faced by Women Entrepreneurs

India was one of the first countries in the world to give women the right to vote. The Indian constitution is one of the most progressive in the world and guarantees equal rights for men and women. Pandit Jawaharlal Nehru remarked the greatest revolution in a country is the one that affects the status and living conditions of its women. Today, because of the national need, the changing pattern of society and the desire to contribute towards the general good women are merging in various fields of service".

According to Stevenson (2010), challenge is a situation that tests the abilities and points out the action or situation that causes obstruction which blocks or hinders progress. Nani, (2011) is of the view that a challenge is something that needs great mental or physical effort in order to be successful. Challenges could be analogous to barriers. In line with this thought, Smith (2009) defines barriers as obstacles that prevent movement or access. Challenges refer to hurdles that hinder women entrepreneurs in their businesses, requiring them to use great mental effort.

Additionally, challenges are viewed as hurdles that make a woman entrepreneur's business not run effectively and efficiently. In the last few decades women had started to realize the value of self-employment and they are now utilizing their capabilities in entrepreneurial activities. Entering into business as a woman offers the challenges of learning to be effectively to operate the activities of business while simultaneously attempting to meet all other expectations that are part of entrepreneurship (Schaefer, 2003).

The views of the world, 1.4 billion poor people (70%) are anticipated to be women. Almost 400 million people (more than 85 per cent of the working population are in India) work in unorganized sector and of these at least 120 million are women. According to an estimate by the National Commission on Self-Employed Women of the total number of women workers in India, about 94 per cent are in the informal or unorganized sector whereas just six per cent are in the organized or formal sector. Thus there is no exaggeration in saying that the unorganized sector in India is the women sector. According to census 2011, women constitute 48.46 per cent of the total population in India and about 25.67 per cent of female population is designated as workers. Women working in the unorganized sector are not included in the official statistics and their work is undocumented and considered as disguised wage work, unskilled, low paying and does not provide benefits to the worker.

The rural setting is fast changing to an urban overcrowded picture of workers, among whom women also strive to find employment and relieve the economic stress of the present day lives. The country also is calling for less national wastage and women now seek employment outside their fields and homes. Poverty, lack of access to education and inadequate health facilities are their major problems. These workers continue to labour under severe problems in unorganised sector and are generally exploited. They are made to work for long hours and wages paid to them are not according to their work.

The International Labour Organization says that women represent 50 per cent of the population, form 30 per cent of the labour force, perform 60 per cent of all working hours, receive 10 per cent of the world's income and own less than

one per cent of the world's property. Women's economic participation can be mentioned in the field of production of goods and services accounted in the national income statistics. However, female work participation has always been low at 26 percent compared to 52 per cent of men. Though working women are a welcome part of the society in developed countries, in India there are still large groups of tradition-bound people who regard a women who works as one who has missed her role in life, for there is nothing more sacred and respected than to be a “mother and a good wife”. In the changing world, however community policies and public opinion have to be created to help women to meet their double or multiple duties, (Meenakshisundaram,2013).

Researchers claim that family issues such as giving proper time and fulfilling family ability are the chief issues confronted by them (Rao, Rao and SuriGanesh, 2011). Another study supported the findings that women are mainly impelled to be the home makers (Roomi and Parrot, 2008). Whereas Hafizullah et.,al,(2012) highlighted that male dominance in culture creates problems for female entrepreneurs in terms of limiting their mobility, business participation and market interactions. The further arguments of the research revealed that women entrepreneurs face both environments; traditional and contemporary in order to run their enterprises. Traditional category includes socio cultural and religious elements while contemporary category is a sub category of above mentioned factors and includes constitutional structure, policy making and other institutional mechanism. Furthermore, they recognized poor economy and stereotyped society as other factors liable of causing faults for female entrepreneurs.

Sex discrimination, gender-bias and gender stereotyping are a challenge, which is faced, by women entrepreneurs that bring discrimination and hinders women entrepreneurs from being successful, (Mandipaka 2014). The worst of these challenges is malignant sexism, which ensures the complete economic manipulation, sexual exploitation, political marginalization and economic inequality of women. Emphasizing on this, Ayogu (1990) was of the opinion that women are in pain under unjust culture, beliefs and overbearing influence of a male dominated society.

The major factors that restrain women from business are gender-based discrimination, lack of communal support, limited access to information, inadequate education, training facilities, absence of trust in one's capabilities and access to resources (Afza, Hassan and Rashid, 2010). These arguments are supported by the findings of another research that says that the lacks of proper leadership, planning and inadequate financial resource allocation are the other difficulties that women usually face during execution of their businesses (Palaniappan, Ramgopal and Mani, 2012). According to Jalbert (2000) the process of operating a business can be very difficult in both the formal and informal sector due to lack the skills and education. Based on these authors' elucidations, it is clear that women entrepreneurs lack training and education, which create problems for women in the setting up and running of business enterprises. Mitchell (2004) states that besides the risks women entrepreneurs' face, additional problems of being a woman in a male-dominated society.

Besides all the problems women face challenges and significant of them are uncloaked guidelines, challenging interactions due to gender, dependence upon their male counterparts for transactions and extra restrictions imposed on them as compared to their gender counterparts (Ahmad, 2011). Although there are many contributions to be accredited to women entrepreneurs, a number of constraints have been identified as detriments to these contributions. Women entrepreneurs face many challenges, which include: government rules and regulations, lack of access to finance, assets, information technology, infrastructure and other facilities that enable their efficiency and business growth (United Nations, 2006). Kantor (1999) rightly argued that women often experience greater constraints on their economic actions relative to men. Mayoux (2001) also noted that there are certain factors that limit women entrepreneurs' ability to take advantage of the opportunities available to them in their environment and these factors have been identified as the reasons why their business fail (Kantor,1999).

According to Mayoux (2001) and United Nations (2006) the hurdles faced by women are poor financial management, liquidity problems, management inexperience and incompetence, poor or non-existent of records, sales and

marketing problems, staffing, difficulties with unions, failure to seek expert advice, limited social and business networks, low level of demand in the local economy, value and system of tenure for housing, constraints in access to finance, lack of work experience and skill, and lack of role models. Other barriers to women entrepreneurship development are cultural obstacles, lack of motivation, high crime rates and problems during the transition from reliance on government benefits and employment.

Gould and Perzen (1990) classified women into “better-off and low-income women”. According to them, “better-off women” face the challenges such as lack of socialization to entrepreneurship in the home, school and society; exclusion from traditional business networks; lack of access to capital; discriminatory attitude of leaders; gender stereotypes and expectation, socialized ambivalence about competition and profit; lack of self-confidence and inability to globalize the business. On the other hand, “low-income women” face challenges such as poor savings, longer hours of work, lack of health care and illiteracy, which makes it extremely difficult to start a business or to invest the time to make it profitable.

Women entrepreneurs always suffer from inadequate financial recourses and working capital. They are not able to afford external finance due to absence of tangible security and credit in the market, (Jamali, 2009). Women entrepreneurs appear to have less access to external sources of capital than men when securing finances. The core difficulty lies with the unwillingness of banks to grant credit, due to lack of support, the negative socio-cultural attitudes and sex discrimination and gender bias (Valla, 2001). Sinha (2005) propounds that although women entrepreneurs operate in the same environment as men there are gender biases embedded in society, which limit women from active economic participation and access to business and development services. Beneria (2001) argued that poor access to finance due to gender discrimination has contributed to involvement of women in the informal sector where low capital is required. Women-owned businesses tend to be informal, home-based and concentrated in the areas of small-scale entrepreneurship and traditional sectors, which primarily includes retail and service.

Challenges often mentioned in research on women entrepreneurs in developing countries is that they enjoy a relatively low level of education and skill training. This, combined with lack of career guidance, generally seems to limit their access to various publically and privately offered support services including business development services and information on business growth (Davis, 2012). Lack of experience and skills account for the fact that women entrepreneurs are less represented in industrial activities. Drine and Grach (2010) find that women entrepreneurs experience challenges as they do not as yet benefit from existing entrepreneurship support. In particular, the authors claim that their results confirm that professional agencies have not been efficient in disseminating information to entrepreneurs, and that the training and assistance provided by support services do not meet the specific needs of women entrepreneurs.

Access to finance is a key issue for women. Accessing credit, particularly for starting an enterprise, is one of the major constraints faced by women entrepreneurs. Women often have fewer opportunities than men to gain access to credit for various reasons. In South Asia, women are almost invisible to formal financial institutions - they receive less than 10 per cent of commercial credits. Women entrepreneurs in developing countries continue to suffer from poor overall assets, poor enforcement of financial rights and the existence of unequal inheritance rights and consequently poor access to community and social resources. Gender-based obstacles conventional thinking, cultural and social values, and lack of surety, all aggravate the difficulties faced, by women. High transaction costs, the rigidity of collateral requirements and heavy paperwork are further impediments to women entrepreneurs. Women, in particular who are less educated find it difficult to get finance from banks because they lack information to secure a loan. Moreover, bank managers are often more reluctant to lend to women than to men,(Mahbub ul Haq human Development Center, 2000).

In many countries, women face unequal inheritance practices and laws, discriminatory laws on ownership of property or access to bank loans and discriminatory practices by banks. In the area of guarantees, several discouraging habits have become ingrained in financial institutions and banks, such as requiring

male members to accompany women entrepreneurs for finalizing projects proposed by women, as well as almost invariably insisting on guarantees from males in the family. The ability to tap into new markets requires expertise, knowledge and contacts. Women often lack access to training and experience to participate in the market place and are therefore unable to market goods and services strategically. Thus, women-owned enterprises are often unable to take on both the production and marketing of their goods. In addition, they have often not been exposed to the international market, and therefore lack knowledge about what is internationally acceptable. The high cost of developing new business contacts and relationships in a new country or market is a big deterrent and obstacle for many SME,(Small and medium enterprises) in particular for women-owned businesses(Commonwealth Secretariat, 2002).

Indian women of today have taken many strides towards business ownership. The broad classification of women business owners include women who establish, inherit, or acquire a business; women who start business with spouses or business partners but are either at the forefront or behind the scenes. Earlier researches on women entrepreneurs have shown that significant differences existed between female and male entrepreneurs. However, recent studies have shown that there are more similarities than differences between women and men entrepreneurs in terms of psychological and demographic characteristics. The dominant predictors of success in the case of women entrepreneurs are work experience and years of self-employment. Women view their businesses as a cooperative network of relationships rather than as a distinct profit-generating entity. This network extends beyond the business into the entrepreneur's relationships with family and the community. Certain cross-cultural studies on women entrepreneurs have reported that their management styles emphasize open communication and participative decision-making, and their business goals reflect a concern for the community in which the business operates,(Anjan and Ashwini,2013).

Nurwahida and Abdulmanaf,(2012) states that it is very important to identify entrepreneurs as it has received attention all over the world. Studies have been conducted on entrepreneurial characteristics which relate with the success of

entrepreneurs (Rauch & Freese, 2000). Women entrepreneurs tend to be highly motivated and self-directed and exhibit a high internal locus of control and achievement. Researchers contend that women business owner's possess specific characteristic that promote creativity and generate new ideas. One key characteristic of all successful entrepreneurs is that they have vision. They find indented and a way to fill their vision and support family members and are role models to others.

According to Brady Anderson,(2005) though women's contribution to business are one of the major engines of global economic growth, women do not have access to basic business education, commercial credit and marketing opportunities. Maintenance of proper quantitative balance among various economic activities is one of the principal functions of the economic system, which operate to give equal freedom of choice to women. Women perform important role in building the real backbone of a nation's economy. There is considerable entrepreneurial talent among women. Women's domestic skills and time management towards household budgeting are directly transferable in the business context. Women have the ability to balance different tasks and priorities and tend to find satisfaction and success in relationship with customers and employees, in having control of their own destiny. They have the potential and the will to establish and manage enterprises of their own. These qualities and strengths of women are to be tapped for productive channels. According to Frese and Gielnik (2014) entrepreneurs should be capable of having the personalities to demonstrate the ability to act as investors, inventors, accountants, dispute investigators, leaders, technologists, marketing specialists and top sellers. Women entrepreneurs require confidence, leadership and managerial skills for their accessibility to new markets.

Women should be provided education and training to enhance their sense of self- worth self-esteem and to enlighten them regarding their right to good health. Therefore a credible employment strategy needs to focus to enhance educational level of the workers, improve the social status of women, and absorb a higher proportion of males and females by specific industries and creation of quality job. Matiwane, (2005) states that women entrepreneurs should be equipped

educationally and financially. In order to alleviate the financial challenge facing women entrepreneurs, it is imperative for the government of India to acknowledge the importance of women entrepreneurs to the India economy as well as giving them the financial support they need in order to prosper. Gangata and Matavire (2013) point out that the government should play its role in enabling entrepreneurs to obtain funds at affordable interest rates by reducing the rates or creating special funds, which can be accessed by entrepreneurs. The government should also provide training to entrepreneurs in areas like financial and strategic management, to ensure proper management of important entities and government should also look at the possibility of opening banks to cater to the needs of entrepreneurs.

Nyanga (2013) states that it is imperative for the local government and financial institutions to come forward to help the entrepreneurs to have easy access to loans. Financial institutions need to be seen as more supportive of the initiatives of women entrepreneurs to ease the administrative procedures. Women entrepreneurs indicate that they deploy several strategies to cope with the double workload and challenges deriving from combining business with family but while self-employment provide flexibility. The amount of time spent caring for children and energy to start a business is therefore held against the time spent in conducting the duties towards the family. Today's women are continuously challenged by the demands of full-time work. The attitude of female workers have changed. Women are growing more ambitious as they become key players in the world of work, contributing to major company successes. Women report that their lives are a juggling act that includes multiple responsibilities at work, heavy meeting schedules, and business trips and on top managing the daily routine responsibilities of life and home.

Traditionally the role of women used to be of cooking, cleaning and different activities. They were looked upon as a care giver as home keeper and were denied access outside home. Today's women have made their mark in every field working more productively and have accomplished, leading to greater career success. Being able to effectively manage multiple responsibilities at home, work and in the community without guilt or regret and able to work in flexible ways so that earning

an income and managing family and other commitments become easier and leads to improved recruitment, retention and reduced turnover. Being part of a supportive workplace that values and trusts staff, more fulfillments of work and feel more rested and organised, improving relationship with family and friends and more leisure time to spend time with the family (Selva et al.,2016).

Women entrepreneurs constitute 10 percent in our country. "All over the world there is a realization that the best way to tackle poverty and enable the community to improve its quality of life is through social mobilization especially women into self-help groups, (Bharthvajan 2014). Despite the rapid growth of women in professional and managerial jobs, the gender gap in entrepreneurship remains significant. Women are still less likely to start new businesses than men, although the discrepancy seems to be declining. Both male and female entrepreneurs rely on social networks for access to resources within the community or industry, <http://www.imuv.edu.in/Publications>. Women do not let their insecurities keep them from dreaming big. It encourages women to work through the moments of self-doubt that every business owner faces and not wait for perfection before starting their business or taking on a big promotion.

Times have changed, from time to time the husband earned and the wife stayed at home. Work-Life Balance does not mean an equal balance. Trying to schedule an equal number of hours or each of the various work and personal activities is usually unrewarding and unrealistic. Today's career women are continually challenged by the demands of full-time work and when the day is done at the office, they carry more of the responsibilities and commitments to home. The majority of women are working 40-45 hours per week and 53% are struggling to achieve work life balance. "Successfully achieving work life balance will ultimately create a more satisfied workforce that contributes to productivity and success in the workplace (Ahemad 2013).

Women constitute a major work-force in India. They work for long hours both at house and outside the home, but their work is unacknowledged or under reported in labour statistics. The work of women is usually invisible because it is mostly located in the domestic sphere and as a rule household tasks defy

quantification and monetary valuation. Women workers across the world contribute \$11 trillion to the global economy each year but it does not reflect in economic statistics because it is not accounted for. In India, women earn only 10 per cent of the national income because 90 per cent of them work in unorganized sector for low pay or no pay jobs. The condition of women workers in unorganised sector is a matter of great concern. Ignorance, lack of skill, seasonal nature of employment, lack of minimum facilities at the work, ill treatment and bondage are some commonalities among unorganized women labour. Several studies on women workers in the unorganized sector revealed that exploitation is rampant in this sector. They are forced to work for low wages and in poor conditions with no security of work for future,(Meenakshisundaram,2013).

2.3. Government Efforts to Promote Entrepreneurship Development

India today is a vast democratic country with diverse ethnicities, religions, and languages. India with over 1.2 billion people, 379 million (31%) of which are between the age of 18 and 35 (Census of India, 2011) and, many of these young people are in search of jobs, despite being educated, (National Sample Survey Office, 2013).The Indian economy is mostly based on agriculture, and it is a considerable task for the government to ensures to supply adequate and affordable supplies of food, drinking water, clothing, housing, education, and healthcare to this large population. Nearly 70 per cent of Indians live in rural areas, and over past 20 to 30 years there has been a continuous flow of people from villages towards cities, mainly in search of work, (Vinayakam & Sekar, 2013). For example, only one in every four urban males under 29 years is employed even though they hold at least a certificate or diploma. The aim of the government has been to create employment opportunities for youth while focusing on rapid economic growth, (Ahmed, 2011).

Entrepreneurship development is one of the mechanisms adopted by the Government of India towards the creation of job opportunities. The government's assumption is that support for innovation will enhance entrepreneurship development, which will in turn accelerate economic growth .New government measures are required which give priority to the development of the informal sector, supported by the integration of informal sectoral initiatives into existing

government policies. Similarly, policies relating to income generation for women need to be interlinked with general government policies rather than risk marginalization by adopting "women specific" policies.

Over the past few years, India has shown a record growth in women entrepreneurship and more women are pursuing their career in this direction. Women continue to make notable headways in entrepreneurial landscape. In 2016, an estimated 163 million women were starting or running new businesses in 74 economies around the world. An increase of 10% from 2014 to 2016 has brought down the gender gap by 5%. MasterCard Index of Women Entrepreneurs (MIWE) 2018 has shown progress and achievement of women entrepreneurs around the world on 12 indicators, 3 components and 25 sub indicators covering 57 economies which covers approximately 78.6% of female workforce, (Ph.D. research bureau 2019). The index shows a strong association between Women's advanced outcomes, knowledge assets and financial assets supporting entrepreneurial condition. Cultural perception of women entrepreneurs, quality of governance, entrepreneurial supporting factors, women financial inclusion, education, gross enrollment rate, professional education, labour force participation and entrepreneurial activity rate were instrumental in running their businesses across 57 economies, (<https://www.phdcci.in/wp-content>).

The Indian government has taken several steps to ensure the growth of this sector and instituted several bodies to promote entrepreneurial development in the country. Small Industries Development Bank of India (SIDBI) was set up in 1990 as the main financial institution for financing the small scale sector, providing development and support services for promoting small industries, and engaging with other institutions associated in similar activities. The Scheme envisages financial assistance for establishment of new institutions (EDIs), strengthening the infrastructure of the existing entrepreneurship development institutes (EDIs) and for supporting entrepreneurship and skill development activities. The main objectives of the scheme are development of indigenous entrepreneurship from all walks of life for developing new micro and small enterprises, enlarging the entrepreneurial

base and encouraging self-employment in rural as well as urban areas, by providing training to first generation entrepreneurs and assisting them in setting up the enterprises. The assistance provided by these training institutions is in the form of capital grant for creation and strengthening of infrastructure and support for conducting programmes. Assistance is provided under the Scheme to the Training Institutions, for conducting Entrepreneurship Development Programmes (EDPs), Entrepreneurship cum Skill Development Programmes (ESDPs) and Training of Trainers (ToTs) programmes in the areas of Entrepreneurship and Skill Development (<http://msmetraining.gov.in>).

The Government had in 1954 set up the Small Industries Development Organization (SIDO) besides starting the setting up of its field organizations, Small Industries Service Institutes (SISIs) which had come to be known as Micro, Small and Medium Enterprises Development Institutes (MSME-DI) effective from 2nd October, 2006 after the MSME Development Act, 1996 came into force -in the same year whose number had gone up to 58 by the end of the tenth five year plan spread in every state and union territory for imparting skills needed to unemployed persons to become self-employed or wage-employed through the conduct of Awareness campaigns, Entrepreneurship Development Programmes, Skill Development Programmes, Management Development Programmes etc., covering different trades in the manufacturing, business and service sectors,(Development Institution Scheme 2008,).

According to a research by the Global Entrepreneurship and Development Institute (Global Entrepreneurship Development Index, 2014), USA is a world leader in supporting its entrepreneurs with respect to business formation, expansion and growth. They also finance new businesses through venture capital. This type of financial capital is provided to early-stage, high potential and risk start-up companies followed by countries like Canada and Australia which ranked second and third, respectively. These countries' economies rank very high because they understand the impact of entrepreneurship on the growth of their economy, and make deliberate efforts to promote entrepreneurship.

Tamil Nadu is one of the economic power houses of India. Entrepreneurship, social mobility, economic growth and technology innovation have defined the growth story of the State. Today, the State has the potential to further enhance this by supporting the knowledge and capability of individuals to create new technology-driven enterprises to address challenges and take advantage of the opportunities present. This further complements “Tamil Nadu Vision 2023” goal of attaining a Gross State Domestic Product (GSDP) growth at a sustained pace of 11% per annum .The policy is presumed to nurture innovation, investment in R&D, infrastructure, knowledge creation, technological development and skilled manpower, resulting in high growth entrepreneurial ventures across the spectrum of sectors from agriculture, manufacturing, healthcare, education, logistics, social sector, urban development, environment, to Fintech and ICT, ([https://www.investingintamilnadu .com](https://www.investingintamilnadu.com)).

The Government of India has undertaken several initiatives and instituted policy measures to foster a culture of innovation and entrepreneurship in the country. Job creation is a foremost challenge facing India. With a significant unique initiative government has initiated efforts to raise entrepreneurs and create jobs for the benefit of the nation and the world. In the recent years, a wide spectrum of new programmes and opportunities to nurture innovation have been created by the Government of India across a number of sectors by engaging with academia, industry, investors, small and big entrepreneurs and non-governmental organizations to the most underserved sections of the society and enabling the country’s growth and prosperity. The Government of India has ensured that all policy initiatives are geared towards enabling equal opportunity for women. The government seeks to bring women to the forefront of India’s entrepreneurial ecosystem by providing access to loans, networks, markets and trainings, <https://www.ges2017.org/govt-of-india-support-for-entrepreneurs>.

The statistics on women taking up gainful employment shows a dismal picture with all the efforts over the past years. Only 20 per cent of women are employed and among them a minority of three per cent alone is in the major work

force. The UN Decade of women ended in 1985 gave an impetus to the various programmes and policies for empowering women. Women are gradually realizing that they have personalities of their own and their mission in life does not end with coming to be good wives and wise mothers but also as members of civic community to play great role in the economic and social development of the nation (Sahab Deen Maurya, 1988). With the improvement in women's education and the impetus given by various agencies, in the absence of possible entry into the gainful employment schemes, there is considerable awareness among women to be self- employed.

Government contributes to entrepreneurship development by adopting policies and programmes that expand opportunities for entrepreneurs. Policies and programmes of the Government identify the thrust areas and provide direction to entrepreneurial as well as industrial development. Keeping in view of the contribution of micro, small and medium enterprises to employment generation, balanced regional development of the country and promotion of exports, the Government of India's policy thrust has been on establishing, promoting and developing entrepreneurship in Micro, Small and Medium Enterprises (MSME) sector. Both Central and State Government have been actively participating in the promotion of entrepreneurship in the MSME sector through various policy incentives and programmes.

Entrepreneurship Policy is defined as one that is aimed at the pre-start, the start-up and early post-start- up phases of the entrepreneurial process, designed and delivered to address the areas of motivation, opportunity and skills; with the primary objective of encouraging more people in the population to consider entrepreneurship as an option to move into the nascent stage of taking actions to start a business and proceed into the entry and early stages of the business (Lundstrom and Stevenson, 2005). A policy can be defined as a plan of action agreed and chosen by a group of people, organization, or political party. In business, policies can be categorized as internal or external. The internal policies guide and spell out how business activities are run. The internal policies, also

known as business policies, are set by the owners and management of a business, and determine their scope of operations (Oviatt and McDougall, 2005).

The government's policy provide special incentives to small scale units by way of reservation of items exclusively for the manufacture of Small – Scale Industries of India (SSIs) which includes supply of raw materials through State Small Industries Development Corporations (SSIDC), provision of finance on concessional terms to micro and tiny units, fiscal reliefs in terms of excise duty, assistance in marketing their products, and provision of price preference. No doubt all these efforts have helped in the rapid growth of the SSI sector. Recognizing the role of the small scale sector in providing employment and increasing production and exports, the government has streamlined procedures for imports and reduced points of control. Import of a number of new items of raw materials, components and machinery and equipment has been brought under Open General Licence (OGL).The threshold limit for zero duty export promotion of capital goods (EPCG) scheme has been brought down from Rs.20 crores to Rs.1 crores for chemicals, plastics, and textiles, enabling these sectors to upgrade themselves technologically and become globally competitive. The policy has also enabled duty free import of consumables upto certain limits for gems and jewelry, handicrafts and leather sectors.

Entrepreneurship policy deals and addresses with the motivation, opportunity, and skills of the individuals who are willing to become entrepreneurs, with a primary focus of encouraging them to become entrepreneurs. In addition, it also helps them during the early stages of the organizational growth. The governments, through its entrepreneurial policy intend to address four policy challenges, (1) promoting the benefits of the entrepreneurship as a culture and as a career opportunity; (2) encouraging and educating the entrepreneurs about the skill set as well as the know-how needed to succeed as an entrepreneur, along with removing career disincentives; (3) helping nascent entrepreneurs become growth entrepreneurs by assisting them and reducing hurdles and facilitating access to opportunities; (4) supporting the initial years of entrepreneurial journey by providing the necessary support infrastructure including removing

information asymmetry, facilitating financing, etc. (<https://www.researchgate.net/publication/>).

India is currently placed 3rd on the global list of the top five startup communities. The country has been able to establish a strong footprint in becoming a globally recognized Startup Nation. India has improved its innovation ranking in Global Innovation Index (GII) from the rank of 81st, to reach 66th position in the year 2016. India is the top-ranked economy in Central and Southern Asia, showing particular strengths in tertiary sector and research and development (R&D), the quality of its universities and scientific publications, its market sophistication and information and communication technology (ICT) service exports where it ranks first in the world. India also over performs in innovation relative to its Gross Domestic Product (GDP). It ranks second on innovation quality amongst middle-income economies, overtaking Brazil. Several Indian companies that started as humble startup have been able to make a mark in the global investor fraternity. Unlike most of the developed economies, India is a young country with about 63% population currently being in the working age group of 15-59 years. It is the energy and enthusiasm of this youth which is the real driving force behind the entrepreneurial and startup success. The perfect blend of rising aspirations of youth, audacity to pursue their interest and the enterprising bent of mind is helping the country to emerge as the leaders of new age entrepreneurship. The government is keen to channelize this energy by providing the right ecosystem, proactive policies and ready talents to pool the budding entrepreneur, (https://www.startupindia.gov.in/content/dam/investindia/Templates/public/state_startup_policies/Startup-Policy)

Through the startup India initiative, Government of India promotes entrepreneurship by mentoring, nurturing and facilitating startups throughout their life cycle. Since its launch in January 2016, the initiative has successfully given a head start to numerous aspiring entrepreneurs. With a 360 degree approach to enable startups, the initiative provides a comprehensive four-week free online learning program, by setting up research parks, incubators and startup centres across the country by creating a strong network of academia and industry bodies. More

importantly, a 'Fund of Funds' has been created to help startups to gain access to funding. At the core of the initiative is the effort to build an ecosystem in which startups can innovate and excel without any barriers, through mechanisms such as online recognition of startups, startup India learning programme, facilitate patent filing, easy compliance norms, relaxed procurement norms, incubator support, innovation focused programmes for students, funding support, tax benefits and addressing of regulatory issues, (https://www.unstoppablebiz.com/news_policies/govt-initiatives-for-smes-and-startups/).

Support to Training and Employment Programme for Women (STEP), was launched by the Government of India's Ministry of Women and Child Development to train women with no access to formal skill training facilities, especially in rural India. The Ministry of Skill Development and Entrepreneurship and National Institution for Transforming India (NITI) Aayog recently redrafted the Guidelines of the 30-year-old initiative to adopt to present-day needs. The initiative reaches out to all Indian women above 16 years of age. The programme imparts skills in several sectors such as agriculture, horticulture, food processing, handlooms, traditional crafts like embroidery, travel and tourism, hospitality, computer and IT services, (Arun and Kishore 2018).

Trade Related Entrepreneurship Assistance and Development (TREAD) address the critical issues of access to credit among India's underprivileged women. The TREAD programme enables credit availability to interested women through non-governmental organizations (NGOs). As such, women can receive support of registered NGOs in both accessing loan facilities, and receiving counseling and training opportunities to start the proposed enterprise, in order to provide pathways for women to take up non-farm activities. <https://www.ges2017.org/govt-of-india-support-for-entrepreneurs>.

Some of the important organizations that are associated with small and medium enterprises (SMEs) in India are: Small Industries Development Organization (SIDO), National Small Industries Corporation Ltd. (NSIC), Small Industries Development Bank of India (SIDBI), Confederation of Indian Industry

(CII), Laghu Udyog Bharti (LUB), Federation of Indian Chamber of Commerce and Industry (FICCI), Associated Chamber of Commerce and Industry of India (ASSOCHAM), National Institute of Small-Industry Extension Training (NISJET), World Association for Small and Medium Enterprises (WASME), Small Scale Industries Board (SSIB), PHD Chamber of Commerce and Industry (PHDCCI), Federation of Indian Exporters Organization (FIEO), Federation of Associations of Small Industries of India (FASII), Consortium of Women Entrepreneurs of India (CWEI), Indian Council of Small Industries (ICSI), Indian Institute of Entrepreneurship (IIE), National Institute for Entrepreneurship and Small Business Development (NIESBUD) and Small Entrepreneurs Promotion and Training Institute (SEPTI) (Ghatak, 2009).

The District Industrial Centre (DIC) programme was aimed at providing all the services and support required by village and small entrepreneurs under a single roof. The District Industries centres undertake economic investigation of the potential for development of district, including its raw material and other resources, supply of machinery and equipment, provision of raw materials, effective arrangement of credit facilities, marketing assistance, quality control, research extension and entrepreneurial training (Surinder Kaur 2014).

Small Industries Development Organization (SIDO) is an organization which was established under the Act of Parliament No. 28 of 1973. The organization is mandated to plan, coordinate, promote and offer every form of services to SMEs. The responsibility of the organization includes facilitating entrepreneurship development and offer extension services, promote technology development and transfer and provision of technical services, dissemination of business information and marketing, provision of work places and financial services. The demand for Small Industries Development Organization (SIDO) services reveals the type of clientele the services have to be directed to. SIDO provides Business Development and financial services to its targeted market in rural and urban areas. The main clients include formal and informal sector enterprises which fall under micro, small and medium enterprises referred to as SME sector, (Co-operate strategic plan 2014).

Industrial Development Bank of India (IDBI) was made responsible for administering Small Industrial Development Fund and National Equity. Small Industries Development Bank of India (SIDBI) is the Primary Financial Institution for promoting, developing and financing MSME (Micro, Small and Medium Enterprise) sector. Besides focusing on the development of the Micro, Small and Medium Enterprise sector, SIDBI also promotes cleaner production and energy efficiency. SIDBI helps MSMEs in acquiring the funds they require to grow, market, develop and commercialize their technologies and innovative products. The bank provides several schemes and also offers financial services and products for meeting the individual's requirement of various businesses (<https://cleartax.in>).

The Federation of Indian Export Organizations (FIEO), a nonprofit organization was set up by the Ministry of Commerce, Govt. of India in 1965 to co-ordinate and focus the efforts of all organizations in the country engaged in export promotion. The Federation has evolved into a key player in the promotion of trade, investment and collaboration. FIEO provides the content, direction and thrust to India's expanding international trade. FIEO represents the interest of professional government recognized exporting firms, consultancy firms, service exporters, banks, export management training institutes etc. FIEO members representing large, medium & small scale exporting units contribute more around 70% global exports of our country. Its membership comprises of exporting firms with strong credentials, called Government-recognized Export House, Star Export House, Trading House, Star Trading House and Premier Trading House besides Consultancy firms. FIEO provides a unique platform to the businessmen dealing in Multi Products. FIEO works as a partner of the Government of India in providing inputs on various trade policy issues and also acts as a strong linkage between the Government and the Industry. It takes up problems and issues of its members, organizes capacity building courses to provide a conducive domestic atmosphere and to increase their competitive edge and organizes international activities to give its members a global reach, (<https://howtoexportimport.com/FIEO-Federation-of-Indian-Export-Organization> 2019). However, such programmes should be a ongoing programme (Bernard and Gayfer, 1983).

Through collective action women can be empowered socially, economically and politically and the process can bring about changes in their existing conditions. However, such programmes should be an ongoing programme (Bernard and Gayfer, 1983).

With all these power women can be empowered. Empowerment is an active process,(Thiagarajan, 1989).An empowered woman has a positive self-image and takes an active part in decision making related to herself and her family. She is conscious about herself and has knowledge about self. She helps in empowering her children regardless of sex (Devadas, 1988).

The empowered woman will possess the attributes such as:

- Positive self- image and self-esteem
- Self-confidence
- Competence
- Economic Security
- Responsibility for decisions
- Awareness of their needs and rights
- Reaching one's potentials
- Taking active part in decision making in the household
- Freedom to express oneself
- Holding responsible positions
- Realising their creative abilities and capacities
- Utilising the opportunities available
- Being effective leaders in positions and
- Being efficient in all activities from Kitchen to the top chair of an organization.

2.4. Resource Management Practices of Women Entrepreneurs

All of us utilise a multitude of resources for various purposes in our day-to-day lives. We are aware of the fact that resources available to us are limited in supply. Any object or material, if used purposefully is considered as a resource. Even conventionally considered waste, becomes a resource, if it can be used effectively and intelligently. In recent years, there has been a paradigm shift in the way a resource is viewed, understood and used. An effort has to be made to

highlight the available resources and employ correct management practices. Rising population across the globe further affects the availability of resources. Efficient management of resources is crucial with respect to sustaining human well-being, health, happiness and environment. Deacon and Firebaughn (1981) define resources as the supply for use in specific actions and necessary in some form to solve every management problem. According to Gross, Crandall and Knoll (1980), resources are those available means, which are used for reaching goals and meeting demands. According to Swanson (1981) resources are tangible and intangible components which are used to achieve one's goals, objectives and to meet demands. Resources are defined as 'those material and human attributes that satisfy our wants'. They may be tangible or intangible. Human resources are less tangible resources which originate internally and they constitute the personal characteristics and attributes. Non-human resources or material resources are tangible in form and can be readily determined.

Resource can be defined as those material and human attributes that satisfy one's wants. According to Maloch and Deacon (1966), resources are defined as means which are available and recognized for their potential in meeting demands. Means are further defined as those which have 'want-satisfying power and which are instrumental in reaching the desired ends. From the above definitions, it is clear that resources are available means for achieving goals and that resources are used in countless ways to achieve what is important to each person, family, community, society and nation. These resources can be tangible or intangible and their availability varies among, individual families, communities, state and nations. Resource is an inclusive term that denotes any possession in hand or in reserve, and available for use; a term that includes actual and potential wealth.

People use resources as means and aim to achieve and reach their goals. Resources are the means people work with to maintain control over their lives. They are the tools and talents to build lifestyles to attain goals. Recognizing resources makes it possible to have alternate uses of resources thus putting less stress on one particular resource (Gross, Crandall and Knoll,1980). Resources are inseparable parts of human lives. A resource is a source or supply from which

benefit is produced. Typically, resources are material, money, time and energy services and other assets that are transformed to produce benefit and in the process may be consumed or made unavailable. Benefits of resource utilization include increased wealth, meeting needs or wants, proper functioning of a system, or enhanced well-being (Seetharaman 2004).

There is recognition of the fact that conscious management of resources is equally necessary in wealth as it is in scarcity to achieve maximum satisfaction from the use of resources. Management of resources play an important role in enabling the women to execute her dual responsibilities successfully. It is well understood that resources have their own limitations when it comes to their availability. Management of resources includes management of time, money and energy resources. One important characteristic common to all resources is their usefulness. Maloch and Deacon (1966) mention that resources usually get recognised only after their uses are found to achieve goals and provide content for the solution. Resources are those which are accessible for use. The usefulness of a resource is recognised in relation to the specific goal and called resourceful only when used properly. The same resource proves useful in some situations, neutral in others or acts as deterrent depending upon the situation.

All resources have some common characteristic which enable them to reach the desired goal,(Seetharam 2004). All resources are useful and have 'want satisfying power'. Utility is one of the most undisputed characteristic of resources which means value, worth applicability and productiveness for a purpose. All resources are useful. The utility of a resource is determined by the user's knowledge because it depends upon the awareness of the potential that resources possess to achieve goals. According to Gross and Crandall (1963), the usefulness of a given element may be realised only in relation to a specific goal. A person has to realise the potential of a resource to achieve the goals. The concept of utility is subjective and consequently, not measurable in exact quantities. The usefulness of a resource may be determined by factors like goals and knowledge of the user. In addition, time and place of use of a resource also defines its utility. Usefulness of resources vary from time to time. Another very

important characteristic common to all resource is that they are limited and some of them are even scarce.

The challenge of management lies in nature of the resources, and one's ability to being able to use it and still achieve most of the goals. A decrease in resources usually brings an increased appreciation of the importance of management. Resources become important in proportion to the degree in which they are limited. Limits in use of available resources must be assessed in relation to specific goals. All resources are interrelated and people often use a resource mix or a combination of resources to achieve personal or family goals. Most of the resources have many possible alternate uses. One resource may be substituted for or interchanged with another in the quest for goals. When one resource is particularly scarce, other resources may be submitted to achieve the goal. Resources are interchangeable, not only because they may be substituted for one another, but because they have alternate uses.

Resources, to some degree, are manageable. Thoughtful planning, organisation, controlling and evaluation can help the home maker manage her resources to achieve family goals. Manageability of resources makes it possible to predict , with some degree of accuracy , the outcomes of resource use. The way people use resources determines their quality of life. The distribution of resources amongst goals determines the degree to which a family is actually striving towards a particular goal. It is easy to illustrate the use of resource in achieving goals such as maintaining a comfortable home, having a well fed family or being suitably clothed for a variety of situations. Time, money, energy and knowledge are necessary to fulfill these goals, (Gross, Crandall and Knoll 1980).

There are a number of resources available for use by individuals, family and community as a whole. A family should use all its resources economically .However, all resources require economical use for effective utilization. With changing times there has been an increase in the demand for resources in order to maintain a stress-free, stable and healthy lifestyle. This demand, however, has not been met adequately as each of the resources is limited and there exists a dire need to exercise conscious control over them and find ways to maximise their

utilization. Resource optimisation aims at achieving the desired goal with optimum use of available resources in order to avoid wastage. The need to optimise resources is evident since their demand has exceeded their availability. Increasing the utility of resources results in an increase in satisfaction with the same amount of resource or with the use of fewer resources.

Goals are what people want and resources are what people use to reach their goals. Several factors are responsible for effecting the utilisation of resources by a family. To maximise the use of the available resources that a family has, it is essential to select the goals carefully, in addition to having a positive attitude, ability to interchange scarce resources with the available ones, increase total supply of resources and know alternate uses of resources. Resources optimization aims at achieving the desired goal with optimum use of available resources in order to avoid wastage. The need to optimise resources like time, energy, money and space is particularly evident in this time and age since their demand has exceeded their availability,(Moore 2013). Time, energy, space and air are resources that are independent,interwoven into the use of almost all the resources, (Berry, 2004). Out of these, some are personal in nature like time and energy, while others are non-human or material in nature like money and space. Whether it is resources like time and energy which are available at a personal level or resources like money which are materialistic in nature, the use of each of these has to be controlled consciously (Anson 2015).

Resources act as important ingredients in the management process. Koontz and Weirich (2001) define management as the process of efficiently accomplishing selected aims. Management is the process of planning, organising, directing and controlling to accomplish objectives through the coordinated use of human and material resources. It is the process of efficiently getting activities with and through people. It is the process by which human and non-human resources are coordinated to accomplish a set of objectives. Kreitner (2009) defines management as the process of efficiently using limited resources effectively to achieve goals.

Sakthivel et al. (2011), believe that it is very difficult to define the term management. Different scholars from different disciplines view and interpret management from their own angles. The economists consider management as a resource like land and labour, while the bureaucrats look upon it as a system to achieve goals. Therefore management is using what you have (resource) to get what you want (goals and aspiration). Management helps to bridge the gap between the goals and using of resources. Management is the judicious use of resources in order to achieve goals. Value of management is not dependent on the accuracy of its outcome but always results in enhancement of efficiency in doing activities.

Management is applicable to almost all spheres of life. Therefore it's meaning differs depending on the varied situations and its objectives. Management consists of a series of decision-making processes of using resources to achieve goals. The process consists of three consecutive steps, i.e. planning, controlling (the various elements of the plan while carrying it through, whether it is executed by oneself or by others) and evaluating results to aid future planning. In other words, management is a mental process that has definite and successive steps, as defined by Gross and Crandall (1963).

Human resources are limited both quantitatively and qualitatively. The first limit is set by the inherent capabilities of the individuals, and second, by virtue of the training which develops their capabilities. The limits of time, money and material goods can be measured whereas it is difficult to find out the limits of energy, skill, interest etc (Moore,2013). Human resources include the abilities and characteristics of the individual along with other resources which cannot be utilised independently by the individual. These resources exist within an individual. Some of the examples of human resources include time, energy, interests intelligence, abilities, skills, knowledge attitudes, creativity, awareness, etc. Some authors view time as a human resource, while others consider its a non-human resources. It is true that time goes on whether an individual lives or dies but only if the individual has sufficient time, she can achieve goals before deadlines are set,(Steidl and Bratton,1968).

It is of paramount importance to maximize the benefits from the available resources and enhance their availability. An overall objective in the use of resources is to obtain the greatest satisfaction from their use. Further, the same resource can be used to achieve different goals. It is essential to have and develop a positive attitude towards utilization of human resources more constructively, thereby maximising the satisfaction from the use of these resources. Expanding appreciation is particularly applicable to human resources, although it may involve the use of non – human resources as well. It results in the growth of the individual using the resources. According to the American Management Association, management is guiding human and physical resources into dynamic organisation units to attain objectives to the satisfaction (Diwan,1998). Similarly, human resources might also fluctuate since, the ability to make choices, adjustments and judgments depend upon knowledge, experience, foresight and other human potentials which may be visualized and applied differently each time. Human resources continuously interact with non- human resources. Time is considered to be a non-human resource as it is available outside of an individual. On the other hand it is considered a human resource because time as such may not have any value unless utilised by an individual for achieving goals. Non-human resources may decrease, increase or retain the same value in the future depending upon their application and prevailing needs (Seetharama, 2004).

Home management is the vital factor contributing to the overall health, happiness and well -being of the family. It is a valuable means for accomplishing growth and development of the family members,(Varghese,et al., 2002). Management in general is said to be a planned activity, directed towards accomplishing desired ends. Management is planning the use of resources and then implementing the plans to meet the demands. Management is the natural outgrowth of human association in the home environment .As soon as the family is established and person begin working together for common purposes, needs arise for the development of a plan of action, for the delegation of responsibility, and for organising and controlling the use of available human and non- human

resources. Management is planning organizing, controlling and evaluating the use of resources available to the family for the purpose of attaining family goals, (Nickell and Dorsey, 2002). The success of the management process depends upon one's recognition allocation and use of resources.

Decisions regarding the use of resources are not only made for individual resource but also for a group of resources. To fulfill a need to have a group of resources may emerge. Money cannot be used effectively without spending time, energy, etc. to achieve a goal. Similarly, human resources like intelligence, creativity and knowledge cannot be used without involving non- human resources like materials, equipment, money etc to achieve a goal (Harrison, 2002). Decisions in a family, deals with their interrelationships. It is difficult to isolate one resource from another. A given quantity of one resource can contribute to the achievement of any one of several goals or a specific goal. An important aspect to understand the usefulness of resources is that it varies in different situations with different persons. The usefulness of a resource will be determined by its use, recognition and context for which it needs to be used. Decisions within a family deal not only with the use of individual resources, but also with their interrelationships. Decisions concerning the materials which a family possess, or wishes to possess are interwoven with decisions concerning all the other resources.

Decision making is a dynamic factor for the success of any enterprise. Women entrepreneurship and greater decision making ability needs to be carefully studied in relation to intra-household power relations. Often, women's income contribution to the general pool of family resources is hardly recognized. Attempts to measure decision making power is relied on the four indicators of earnings i.e. relative absolute personal spending, relative proportional personal spending of the income, shares and relative personal leisure hours (Anbarci and Cinar, 2000). The decision-making process is one of the most important activities and therefore it is considered to be the core of management. Decision Making is the essence of the management process. Decisions are made to solve problems, tackling the situations, handling crises and resolving conflicts that are inevitable. Decision

Making is the core of planning. The Concept of decision making involves defining the problem, finding, comparing and choosing a course of action. It is a process or activity of choosing an appropriate course of action from several alternative courses, (Sirvastav, 2007).

Decision making is the process of selecting course of action from a number of possible alternatives in solving a problem or in meeting a situation. The concept of decision making is considered to be synonymous with management and also is the central core activity, in the management process. Management is diffused with decision making at all times and through time (Nickell and Dorsey, 2002). Participation of women in household's decision making was affected by several factors. Higher educational level of women had a positive effect on their household decision making regarding children's education, career, family budget, buying property, clothes and household articles. Women's involvement in decision making increased with an increase in age of nuclear families with higher socio economic status and mass media exposure to participate more in household decisions. Key variables influencing women's decision making power are education, income generation and control (Astige, 2006).

Money though non-human in nature is a resource which has been in fulfilling many goals and conducive to leading a stable life. Conversely, it can be defined as the purchasing power of an individual in a given time span. Family income is that stream of money, goods and service satisfactions that come under the control of the family, to be used to satisfy the needs and desires and to discharge obligations. Money is among the most important resources available to man to purchase goods and services that will help in leading a satisfactory life. Therefore, women are now becoming conscious of the need to learn to manage money effectively. Money management is the conscious process of tracking one's present income and expenditure. One of the biggest steps towards leading an independent life is financial independence. Thus, there is a need to exercise control over the expenditure and manage money through proper budgeting and saving. Money management is the conscious process of tracking one's present

income and expenditure. It involves planning of future expenses as well,(Sawhney, 2007).

In today's world of increasing needs for industrialization, entrepreneurship is considered as one of the main drivers of innovation, competitiveness and economic growth. It is the lifeblood of a nation's economy and the cradle of job and wealth creation in the most innovative way. Entrepreneurs reduce unemployment, increases people's productivity and the community's income. Financial status depicts the overall financial image of business enterprise. Investment in business enterprise may be raised from several sources like own contribution, borrowed from banks, borrowed from friends and relatives and private money lenders. The investment pattern also varies with scale and size of business enterprise. Return on investment generally depends on the proper functioning of business enterprise and it is one of the measuring yards of the performance of business enterprise. Therefore, several studies have been reviewed in relation to different aspects of financial status of women entrepreneurs,(World Bank 2007).

Entrepreneurial women constituted only a small percentage of the total self-employed population in the developing countries. Majority of them had low initial investment and 100 percent of the investment was made out of their own effort. The major problems faced by these women were lack of funds for initial investment, lack of knowledge of procedures for acquiring loans and non-implementation of existing policies, (Manimekalai, 2002).In India, very few women entrepreneurs are in the big enterprises. They are mainly concentrated in the Small Scale Industries (SSIs) and Micro Enterprises. The various constraints in business and the family responsibilities limit them to start the business at large scale (Chattopadhyay, 2005). Okpara (2010) reported that most women entrepreneurs do not have sufficient financial management skills such as bookkeeping and inventory management hence they end up losing track of their daily transactions and cannot account for their expenses and profits at the end of the month. Particularly lack of financial management knowledge combined with uncertainty of the business environment often lead women entrepreneurs to face serious problems regarding financial and overall performances, which can even threaten their survival.

Family income is that stream of money, goods, services and satisfaction that come under the control of the family to be used by them to satisfy needs and desires and to discharge obligations. The concepts of income management may be defined as planning, organizing, controlling and evaluating the use of all types of income. Its purpose is to get satisfaction through the development of various individuals in the family, furthering of group happiness and the opportunity to contribute to civic well-being. One concern of individuals and families is to provide adequate resource over the lifespan to meet needs at all stages. A family's financial security is defined as its assurance of having resources available for future financial needs. Most people develop lifestyle consistent with their financial means, whether by trial and error or by design. Household expenditure is one of the indicators of standard of living of people, and indirectly reflects the people's ability to have modern amenities of life with increased income level,(Devi 1998). Panday (2006) adds that as far as decisions related to expenditure were concerned for more than half of the respondents in her study, husbands were the sole and major decision maker. The well-being of an increase in household income is greater when the increased income is controlled by men,(Kelkar,2005). Though non-human in nature, resource like money is equally conducive to leading a stable life.

“Time is what we want most, but what we use worst” says William Penn. Time management is the ability to manage one's time. It is one of the most desired yet elusive, skills. It can be defined as the process of exercising conscious control over the total time spent on various activities with the aim of increasing overall productivity and efficiency of a worker. As a resource, it is equally distributed to each individual as there are 24 hours in a day for everyone. It is finite and predictable, but also non-renewable in nature. Each second that passes by is forever gone and hence, effective utilisation of this limited resource is of utmost importance. Management of one's time efficiently gives the women entrepreneur opportunity to maximise one's potential to utilise the time available. It improves the efficacy, productivity and personal satisfaction. It also aids in prioritising one's work and getting more tasks done in less time. Planning one's

time results in quality work and the time at hand. It also evades hesitation of as one is more aware of the tasks to be accomplished and to keep (Kale,2013).

Time as a resource is one of the easiest to measure but one of the most difficult to understand and utilise effectively. Time is perceived in multiple ways in an individual's life. It is the physical mechanism that counts the on-going passage of time and the most commonly accepted measurement. Another interesting aspect related to psychological time is the variation in perception of the passage of time in relation to the task being performed .The essence of time management lies in increasing productivity per unit time. The modern approach focuses on quality of work generated rather than quantity. Highly efficient and productive work is much more valuable than quantitative work. Time management is the process of exercising conscious control over the total time spent on various activities with the aim of increasing overall productivity and efficiency of entrepreneurs. It can be perceived in multiple ways in an individual's life-clock time, biological time and psychological time.

Time is arguably our most valuable resource, being directly related to all forms of human activity. However, unlike many other resources it cannot be stored for later use (Sharp, 1981). Working from home requires a renegotiation of some of the rigid temporal boundaries inherent in the work place and forces a re-negotiation of work and domestic commitments (Tietze and Musson, 2003). Time is a functional act and as more and more women are becoming aware of the importance of time, they are using innovative methods to cut down on time wastage. This role extension also creates strain and tension in the time management of working women. It is important that a home maker achieves a balance between work time, time to spend on maintaining herself and the optional or uncommitted time she has at her disposal. Time analysis is a pre- requisite to time management (Bhatia, 1994). Similar to energy, the role of time as a resource cannot be ignored since there are only 24 hours in a day. Time cannot be renewed and hence it needs to be optimised.

Time management is the act or process of planning and exercising conscious control over the amount of time spent on specific activities, especially to increase

effectiveness, efficiency or productivity. Time management may be aided by a range of skills, tools, and techniques used, to manage time when accomplishing specific tasks, projects and goals complying with a due date. Initially, time management referred to just business or work activities, but eventually the term broadened to include personal activities as well. A time management system is a designed combination of processes, tools, techniques, and methods. Time management is usually a necessity in any project development as it determines the project completion time and scope, (Kaushik and Charpe, 2008).

Time is a central resource around the use of which clusters many management concepts and behaviours. Although time is one of the easiest resources to measure quantitatively, it is nebulous in nature. Time management determines the quality of one's life. Further management from this perspective emphasizes the allocation of resources and activities of groups of people. The family today is the residual claimant on time. The homemakers experiences demands on her time depending on the roles that she assumes. The demand upon the time of a gainfully employed homemaker impose substantial limitations on the amount left for personal enjoyment and relaxation. The homemaker tries to reduce the burden and maintain the balance amongst the general uses of time work, leisure and rest, by using paid and unpaid help, using time and labour saving devices, managing the use of time etc. The increasing number of productive, reproductive and community- managing activities performed by women suggests the need to re-examine their various coping strategies in dealing with time pressure. The options and choices available to women in coping with time pressure are economic –status and household-structure specific.

The options available to women other than performing simultaneous tasks to relieve them of time pressure include strategies such as substituting equipment for their own labour, substituting the labour to others, whether they are husband, paid help or other children and decreasing their own paid work from a full time to a part time basis. The choices available to women as well as the constraints they face in adopting any of these options, in turn, depend upon several factor as: (i) household structure, (ii) lifecycle of the households, (iii) the structure of the labour

market, which determines the employment options for women (iv) households income status (v) the prevailing social and cultural norms, and (vi) the form and extent of discrimination that women face in the labour market. Time use reflects the progress, achievement and well-being of individuals families and societies. The data can thus be used in development planning and can provide useful insights in the areas of education, health, poverty and overall well-being as indicators. Employment status was closely related with leisure time available to the homemaker and that the number of time of using the labour saving devices also affected the leisure time of the homemakers. The utiizations of time was significantly influenced by the employment status of the homemakers,(Hirway 2009).

Human energy is defined as the capacity to do work. Energy aims at utilising available energy in such a manner that helps to achieve maximum productivity in every task with optimum input, postponing onset of fatigue and avoiding injury and strain during work. Energy is one of the most fundamental aspects of life as it is a vital component necessary for performing tasks. Since usable energy is limited in nature, its management in an efficient manner is essential,(Young 2006). At the same time, its use needs to be monitored as each one of us have only a fixed amount of energy that can be expended in a day. This availability depends on a number of factors like age, diet, exercise, sleeping pattern, etc. Human energy is defined as the capacity to do work.

The process of energy utilisation by individuals is very similar to the process of spending money. Once a certain amount is spent, it needs to be regained before it can be spent again. In the absence of regain, the body and mind go into 'energy deficit' and become tired, stressed and frustrated and ultimately the whole nervous system is likely to crash. Thus, the first key to effective energy management is to promote a continuous cycle of work which starts with deep engagement in the task followed by appropriate recovery of spent energy. Without this balance in the cycle, the system becomes unstable .Hence, at the outset, it becomes imperative to understand the causes of energy deficit in the human body. Management of energy in an efficient manner not only includes avoiding

development of stress and tension while performing a task, it also takes into account prevention of injury to body parts. Furthermore, successful energy management aims at maximizing productivity in a task using minimal energy.

Introducing regular rest periods in between work; the frequency and duration of rest periods depend upon the strenuousness of the activity being performed. Intervals in between work help to avoid onset of fatigue and promote efficiency in the overall task. Alternating between light and heavy tasks uses different sets of muscles and hence prolonged use of a particular set of muscles is avoided. Use of labour saving devices helps in reducing muscle effort considerably. Use of correct posture while doing tasks minimizes energy utilisation and postpones the onset of fatigue. The term posture refers to the position in which the body is held while performing any task. Correct posture is the position that requires expenditure of least amount of energy both at work and rest. An incorrect posture can cause unnecessary strain to the body parts involved in performing a particular task; assuming such postures for prolonged periods can lead to injuries to those body parts. Every task requires a certain minimum energy with which it can be completed successfully. When one is doing a particular task by assuming an incorrect posture, additional energy is required to maintain that posture for the task leading to energy wastage. Thus, correct posture not only helps avoid unnecessary strain, stress and injury to the body but also ensures that the task is performed using minimum energy required to complete it successfully thereby avoiding wastage of the limited energy. Energy is used for a wide range of activities to accomplish a variety of purposes,(Sushm,2016).

Energy management is more difficult and complex than time management. The amount of energy that each person has for work and other activities depends on physical heritage, and mental and physical health. Goals are important in energy management because they determine how much and what kind of energy should be mobilized,(Nickell and Dorsey,2002). Fatigue is weariness of bodily or mental exertion while stress is physical, mental or emotional strain or tension. The effects are decreased attention and motivation, decreased physical and mental performance and impaired perception and thinking. Circumstances such as

deadlines, emotional stress insufficient information lack of knowledge, and work overload contribute to fatigue and stress. Metgud, et al.,(2008) observe that prolonged sitting in a particular posture might result in fatigue in localized muscles, referred to as static muscular fatigue and roughly one out of 300 female suffer from occupation related disease.

Kaur and Sindhu (2011) opine that Indian women while engaged in both household and professional activities which require a lot of physical and mental effort may have frustration leading to dissatisfaction and unpleasantness. Research studies have shown that by using work simplification one can reduce the time given to one job, can reduce the number of motions and improve the type of motions on a specific task. It can reduce boredom of routine habits of work. It may further reduce frustration arising due to lack of effectiveness on a job. The research studies are carried out on work and family life conflicts and stress faced by working home makers. The work simplification studies of home making tasks have shown that improvement in work methods are possible and best work methods can be evolved for different households (Varghese,et al., 2002).

2.5. Problems Encountered by Women Entrepreneurs

Women Entrepreneur is a person who accepts challenging roles to meet personal needs and become economically independent. Many women have this quality but they never get a platform to showcase their talents and hence they are unable to know their real abilities. Though the women in India are considered as Shakthi-meaning source of power, they are also considered to be weaker sex and who always depend on men folk. Even though our constitution speaks of equality between sexes, male chauvinism is still the order of the day. Women in India take the responsibilities in bringing up children and maintaining the home with love and affection. Women cannot shirk her home related responsibilities as she is the nuclei of family life. Merging both the enterprise and her family efficiently is a difficult task. At the family level, the task of coordinating various activities in a much effective manner, without feeling the pinch of inconveniences, is being carried out by the women folk (Siddiqui 2012).

Women Entrepreneurs in India have to face many problems to get ahead their life in business. A few problems can be detailed as: The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal - male dominant social order is the building block in their way towards business success. Male members hesitate to take risk for the financing ventures run by women. The financial institutions doubt about the entrepreneurial abilities of women. The bankers put unrealistic and unreasonable securities to get loan to women entrepreneurs.

According to a report by the United Nations Industrial Development Organization (UNIDO), "despite evidence that the women's loan repayment rates are higher than men's, women still face difficulties in obtaining credit," often due to discriminatory attitudes of banks and informal lending groups (UNIDO, 1995). Women Entrepreneurs in India have to face many financial and social problems. The banks fail to trust the female entrepreneurs; assuming they did not fit in with the banks pre-contractual perceptions of entrepreneurs. The loan applicant, the entrepreneur in this case, has to hold some hallmarks fitting in with the clerk's idea of an entrepreneur in order to be trust worthy. These hallmarks are taken for granted and also a part of the specific expectations.

Entrepreneurs usually require financial assistance of some kind to launch their ventures - be it a formal bank loan or money from a savings account. Women in developing nations have little access to funds, due to the fact that they are concentrated in poor rural communities of India with few opportunities to borrow money (Starcher, 1996 UNIDO, 1995). The women entrepreneurs suffer from inadequate financial resources and working capital. They lack access to external funds due to their inability to provide tangible security. Very few women have the tangible property in hand. Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. "Having primary responsibility for children, home and older dependent family members, few Indian women alone can devote their time and energies to their business" (Starcher, 1996).

Punitha et al. (1999), examined the problems and constraints faced by self-employed women in the Pondicherry region. The major problems faced by women entrepreneurs were competition for better quality products, and marketing problems. Apart from the competition for better quality products, the other problems were, the difficulty in getting loans, ignorance about agencies, institutions and schemes. Entrepreneurship is a hard task for women in India but if carried successfully can inculcate confidence in making them more conscious about their rights. Development of women entrepreneurship is very low in India in comparison to developed countries. There are number of obstacles faced by women entrepreneurs during start-up stage and running up an enterprise. These obstacles need to be addressed so that women can make a significant contribution in sustained economic development and social progress of our country. A study conducted in Haryana exposed that the financial problem was the biggest problem faced by women entrepreneurs during start-up stage for running their enterprise. The study brought out that lack of adequate information about the schemes of financial institutions for women entrepreneurs and reluctance of officials to finance women entrepreneurs are the main problems.

The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again. The result is that they are forced to rely on their own savings, and loan from relatives and family friends. Indian women give more emphasis to family ties and relationships. Married women have to make a fine balance between business and home. More over the business success depends on the support the family members extend to women in the business process and management. The interest of the family members is a determinant factor in the realization of women folk business aspirations. Knowledge of latest technological changes, know how, and education level of the person are significant factor that affect business. The literacy rate of women in India is found to be at low level compared to male population. Many women in developing nations lack the education needed to spur successful entrepreneurship. They are ignorant of new technologies or unskilled in their use, and often unable to do research and gain the necessary training (UNIDO, 1995).

Women folk's decision to get into business, is restricted by their low-level education which provides low-level self-confidence and self-reliance to engage in business, which is continuous risk taking and strategic concession making profession. Investing money, maintaining the operations and ploughing back money for surplus generation requires high risk taking attitude, courage and confidence. The risk tolerance ability of the women folk in day-to-day life is high compared to male members, while in business it is found opposite to that, (Ushakiran ,et,.al 2012).

Home based work includes the persons working in unorganized sector irrespective of whether self-employed or in piece rate employment where their location of work being home at low income and outside the social security net. Home based work is becoming an important part of the economic transformation process. Its growth is significantly linked to the globalization of industry and the continuous search for cheaper labour and more efficient means of production. In terms of numbers, about 23% of the non-agricultural workers are home-based. Among these home-based workers, nearly 38% undertook production under some form of production from an outside agency. An overwhelming 57% of the workforces of home-based workers are women. In India, amongst the self-employed home- based workers in the non-agricultural sector, 67% were women. Bulk of these workers live and work in on-the margin' survival conditions and do a variety of jobs for industry and trade, ranging from sewing garments, assembling electronic components to simple jobs of sorting, packaging and labeling goods. As a workforce, home-based workers have remained largely invisible. The working and living conditions of home-based worker is perhaps most vulnerable. This is despite the fact that many home-based workers, particularly those like crafts and weaving may be very skilled. Due to the invisibility of their work the contribution of home-economy is ignored, and they are deprived of social benefits and workers' rights. Typically home – based workers are spread, illiterate, un-represented and invisible both in the national data or programme,(Parasakthi, and Kanagarthinam 2013).

Due to lack of professional quality, educational and soft skills for quality production home based women workers operate mostly outside the formal

economy and are exposed to various serious problems. Since home-based work is one of the neglected sectors of informal economy from the national economy, there is a severe lack of data and information on this subject. Necessary information about different aspects of home based workers should be brought to fore front so as to enable the concerned authorities of government of Tamil Nadu to initiate the process of the formulation of appropriate policies for the secure livelihood of home based women workers. Most of the home-based women workers are suffering from the social imitations on their physical mobility. Hence a good networking is essential between home-based women workers and the job provider as well as fellow employees, (Chandrakumarmangalam and Arun 2015).

Modern life is full of stress. As organization becomes more complex, the potential for stress increases. Urbanization, industrialization and increase in scale of operations are some of the reasons for rising stress. Stress is an inevitable consequence of socio-economic complexity and to some extent, it is a stimulant as well. Stress in health psychology, is a general term used to refer to a range of negative perceptions and reactions experienced when pressure becomes too much. In health psychology, stress is typically used to refer more generally to a range of negative perceptions and reactions. Stress can be defined as, the pattern of specific and nonspecific responses to stimuli evenly that disturb its equilibrium and exceed its ability to cope (Shobha ,2012).Even as stress is inevitable in today's complex life, it is necessary for human life. It is like a musical instrument, when an optimum stress is needed to produce good music, loose wires would not produce the notes, and too much tension might result in screeching. A distinction has been made between productive or functional stress and dysfunctional stress. Stress is productive or functional and distress in dysfunctional nonproductive act, (Naik, 2011).

Stress in the current scenario is considered to be universal and people in almost all walks of life experience stress to a very great extent. The ancient Indian literature such as the Vedas, prescribe men as the breadwinner and the sole provider for the family while women played a subordinate role of being an obedient, devoted and dutiful wife, nurturing and loving mother in the family social structure.

Women were expected to work only at home whereas outside work seemed to be mandatory for men. The expected gender roles play a major role as far as Indian society is concerned,(Muthuswamy 2009).

Stress is known as the 'silent killer' all over the world. Its source is in an organization or role related,(Ganapathi 2014). Stress' is defined as a feeling of tension that is both biological and psychological. Firman ,(1992) defines academic stress as anything that imposes an extra demand on a person's ability to cope, with something that is new and different. It is a type of stress that arises due to academic factors such as heavy work schedule, unrealistic expectation and demands and not having enough time to deal with priorities. According to Lal (2014) stress is a mental distress with respect to frustration associated with academic failure or unawareness to the possibility of such failure. These demands may tax or exceed available resources of the women. A study conducted by Jayanthi (2015) concluded that women who had stress were at 2.4 time's higher risk of going into depression.

Stress is simply a reaction to a stimulus that disturbs physical or mental equilibrium. Occupational stress is related to one's job. Occupational stress often stems from unexpected responsibilities and pressures that do not align with a person's knowledge, skills, or expectations, inhibiting one's ability to cope. Although men and women might not differ in overall strains, women are more likely to experience psychological distress, whereas men experience more physical strain, (Hashmi et al., 2006).

We come across the word "Stress" every day and face demands in our life that causes stress. We respond to stress through our autonomic nervous system and also learn to calm down our nervous system. Stress is a feeling of emotional or physical tension. Emotional stress usually occurs when situations are considered different or unmanageable. Therefore different people consider different situations as stressful. Physical stress refers to a physical reaction to the body to various causes. Stress is the pressure people feel while at work and in private life. Stress at work place is inevitable because of the thought process required in the job performance. Stress can have serious consequences for both

our health and our work performance. The person in anxiety and dissatisfied with his job is associated with feelings of inadequacy, loss of confidence, confusion in thinking and occasionally in panic of the superiors, are subjected to stress(Prabhakar and Leelavathy 2007).The word 'Stress' however refers to our response in mind, body, and spirit to what causes suffering. Performing all type of jobs inevitably causes stress though the intensity may vary from job to job. Poor working conditions, crowded work area, noise pollution and work overload also cause stress. According to Shelly E. Taylor, stress is an unpleasant state of affair and irritating or annoying condition of mind. It includes anything that makes us tense, angry, frustrated and miserable. Individuals experience stress when they no longer have complete control over what is happening in their lives.

The workplace is widely regarded as a major source of stress and, as such, has been a significant focus of research. Work stress is of concern to occupational in running an enterprise, generally being considered to face a lot of stress in their task of running a business. Entrepreneurs have long working hours, high time pressure, role conflicts, and have to react to many economic demands and to cope with past failures. High amount of stress results in health complaints which, in turn, affects the performance. The impact of stress and strain on the performance of business ventures was seldom explored in entrepreneurship research. However, it is worth to pay more attention to this relationship. To run a business successfully, knowledge about the stress-performance relationship is practical relevance (Andreasrauch,2007).

Schindehutte et al. (2006), research into entrepreneurial stress yielded the opinion that stress affects the entrepreneur's natural tendency to pursue growth, recognize emerging opportunities and achieve balance between work, family and personal demands. Stress among the women entrepreneurs causes a disturbance in the emotional stability of a person which includes a state of inefficiency in the behaviour, personality and losses for individuals, organizations and society (Miller, 2000). The type of work which women entrepreneurs possess are subject to stress. The part of the entrepreneur is dependent on the formation of an innovative venture

by uniting various resources to generate turnover from the business opportunity (Nasurdin et al., 2003).

Women entrepreneurs strive very hard to raise funds to live and making things to meet employee benefits, job description and fixed working hours. They put long working hours to complete the planned work to submit as per the customers' needs. It is probably that women at numerous roles doing various tasks at their home, as well as their work, can consider it as a gain for having challenging work atmosphere otherwise it will be threatening and needs much demand to encourage women or they would go back to existing women limitations, which was enforced and framed for the women by the society. Stress is interconnected with demands and constraints, and additionally a set of new developing conditions create a negative impact on women entrepreneurs' life quality. Yet, women try to justify the role as it demands constant efforts to accomplish the factors like inadequate resources, role ambiguity, and role overload (Sarada, 2004).

Singh et al. (2007) state that entrepreneurs would largely apply problem-focused coping approaches to handle the economic life, like financial pressures because of debts and absence of income. Ericson (2010) has examined in what way the entrepreneurial managers handles the unexpected and unusual situation to discover and create a reasonable sense of events and deal between rational emotion and decisions.

Entrepreneurs have used emotion-based coping strategies for managing with psychological stress and challenging circumstances that contains guilt, despair, frustration, anger, grief, and depression. However, certain steps have been taken to handle with the job-role related demands. This type of work is managed by reactive role behavior, structural role redefinition, and personal role redefinition (Jennings and Mc Dougald, 2007). Singhai,(2014) has conducted an empirical work in Ranchi to know about the women entrepreneurs' coping attitude and work stress. In order to manage the stress of women entrepreneurs, emotion-focused strategies are largely used. The engagement of entrepreneurs in coping stress varies significantly without any magnitude or extent. Only certain studies are available as examples to

state the ways the entrepreneurs are effective in coping while searching for company-level and individual-level advantages.

Vatharkar, (2012) have investigated the difficulties confronted by the women entrepreneurs during their different stages in their journey as entrepreneurs in Pune district and discovered that they encounter a series of problems even in their start-up along with the operating positions such as deficit of finance, absence of motivation, role conflict, balancing life between family and work, awareness of government regulated rules, discriminating treatment, and so forth. Kristina ,(2005) investigated work-related stress in women and its association with self-perceived health and sick leave among working women. The findings reveal that the major factor causing stress is 'stress owing to hard to set limits', and followed by 'increased workload'. On the other hand women associated with 'high perceived stress owing to indistinct organization and conflicts' are reported taking more sick leaves. Cedillo and Scarone.(2005) cautions for work related stress that is frequent and specific for women in both industrialized as well as in developing countries are the double role they have to play both at home and work.

Stress is caused whenever any event, internal or external, is perceived as making demands over and above the resources possessed by women. Stress makes a person more susceptible to disease, which aggravates the existing illness or chronic condition such as heart disease, depression, ulcers, irritable bowel disease, diabetics and the common cold and urinary tract infections. Responsibilities at work and family responsibilities such as care for a sick child or an elderly relative, or commitments to family and friends, spill-over effects between work and home responsibilities showed to be one of the best predictors of psychological strain among women workers across hierarchical levels and sectors.

Women in workplaces experience and express stress-related problems more than men .Work related stress is frequent and specific for women in both industrialized as well as developing countries. Since they have to play double role both at home and work, and balance these roles. The gender roles of society and the need for an independent role against the need to conform to social

expectations, the sexual harassment at work, mainly directed at women at work reflect in lower wages and higher job requirements, (Kauppinen et.,al 2003).

Today women are in a state of transition caught between the illusory safety of traditional role on one hand and the challenge to realize their potential outside on the other hand. Women, have a lot of balancing to do between home and workplace, and between social and personal requirements. A woman is constantly under stress either at home or at work place. There are many facets in working mother's lives that subject to stress. They deal with home and family issues as well as job stress on a daily basis. Imbalance between work and family life arises due to a number of factors. Various factors appear to strengthen the brunt of pressure on women. Frequently household duty involve protecting family members: the children, the sick and the elderly. Even where men play role in the caring function, usually it is the woman suffers additional health risks. 'Work-family spillover' is the result of performing multiple roles and this will be accused when the demands from family and home life interfere with women's ability to perform effectively in the workplace. Having multiple roles and effect of the pressures from work on one's attitude and behavior within the family also may lead to 'work-family spillover, (Younkin, 2010).

Women, aspires to achieve the ultimate, both from the point of view of needs and value. In many communities, however, these needs are not duly understood and recognized. Women tend to be ruled by long established patterns of life and behavior (Radović-Marković, 2012). Using technology initiates a new and dynamic work environment characterized by multiple employers at the same time in different locations, leading to phenomenal change in the scope for entry of women in the field of entrepreneurship. Such new work environment entails stressful opportunities with uncertain outcomes. Demands at work act as a major source of stress arising from multiple roles of women entrepreneurs. According to research by Radović-Marković, (2012). The impact of factors result in disturbances such as lack of concern, chronic tiredness, incompetence in decision-making, loss of self- confidence, change in habits and in daily business activities etc. Certain cases of highly intensive stress result in chronic health

problems and even grave diseases. Work stress has an impact on the worker's sense of well-being and negative moods (Krumov, et al. 2011).

Working women are prone to depression because they bear the double burden of housework and a job outside the home. Both are vastly different from one to another. Stress arising from marital relationships is manifested in chronic disorders such as depression, insomnia and hypertension, (Nezhad et.,al., 2010). Since a relationship depends on the nature of the persons involved, it helps to seek the middle path when the inherent individual differences surface,(Jeyarj ,2013). There are many facets in working mother's lives that subject to stress. They deal with home and family issues as well as job stress on a daily basis. Imbalance between work and family life arise due to a number of factors. Married women who are working face problems such as stress, role conflict, lack of time for themselves as well as their family leading to maladjustment in their marriage life,(Siva and Mohammed ,2011).