

Women Entrepreneurship In India

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ABSTRACT

Entrepreneurship of Women development is an essential part of human resource. Development Compared to other countries the development of women entrepreneurship is very low in India, especially in the rural areas. However, women of middle class are not too eager to alter their role in fear of social backlash. The progress is more visible among upper class families in urban cities. Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. The primary objective of this paper is to find out the status of women entrepreneurs in India. The paper talks about the status of women entrepreneurs and the problems faced by them. This paper focuses on the problems, issues, challenges faced by women entrepreneurs, how to overcome them and to analyze policies of Indian government for and problems faced by them while pursuing their business.

INTRODUCTION

Women Entrepreneurship is both about Women pose in society and the role of Women Entrepreneurship in the same society. Women are faced with specific obstacles (such as family responsibilities) that have to be overcome in order to give them access to the same opportunities as men. Also, in some countries, women may experience obstacles with respect to holding property and entering contracts. Increased participation of women in the labour force is a prerequisite for improving the position of women in society and self-employed women.

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of employment generated in the enterprise to women. Like a male entrepreneurs a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination administration and control of business and providing effective leadership in all aspects of business.

DEFINITION OF ENTREPRENEURSHIP

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 organizes, manages and assumes the risk of a business or enterprise.

According to Peter Drucker, an “Entrepreneur is one who always searches for change, responds to it and exploits it as an opportunity”. Entrepreneurs innovate and innovation 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 endowse it with economic value.

THE ROLE OF WOMEN ENTREPRENEUR

Women Entrepreneur has been recognized during the last decade as an important untapped source of economic growth. Women Entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of Women Entrepreneurial opportunities. However, they still represent a minority of all Women Entrepreneurs. Thus there exists a market failure discriminating against Women possibility to become Women Entrepreneurs and their possibility to become successful Women Entrepreneurs. This market failure needs to be addressed by policy makers so that the economic potential of this group can be fully utilized. While without a doubt the economic impact of women is substantial, we still lack a reliable picture describing in detail that specific impact.

Women Entrepreneurship has been largely neglected both in society in general and in the social sciences. Not only have women lower participation rates in Women Entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do. The industries (primarily retail, education and other service industries) chosen by women are often perceived as being less important to economic development and growth than high-technology and manufacturing.

NEED FOR THE STUDY

Entrepreneurship amongst women is a relatively recent Phenomenon, which is gradually changing with the growing sensitivity of the roles, responsibilities and Economic status of women in the society in general and family in particular. For women entrepreneurs, starting and operating a business involves considerable risks and difficulties, because in the Indian social Environment women has always lived as subordinate to men the government of India, increase in the education levels of women and increased social awareness in respect of the role Women plays in the society.

It is also a fact that more and more women are getting into the domain of entrepreneurial activities. The efforts of Government of India through various welfare organizations, non-Governmental agencies, Ministry of Commerce and Industry and hosts of other agencies have started looking after and helping the efforts of women entrepreneurs. Industries being labour intensive have high potential in employment generation. Thus they serve as an antidote to the widespread problems of disguised unemployment or underemployment stalking the urban and rural territory. It helps for the growth of cities, reduces growth of slums, social tensions and atmospheric pollution. This study discuss about the problems faced by the women entrepreneurs and the opportunities that is favour for them to run the business successfully and play role in the society.

OBJECTIVE

- To study the push and pull factors of the woman entrepreneurs.

- To study the motivational factors for woman entrepreneurs.
- To study the role of Government for woman entrepreneurs to start the business premises.

METHODOLOGY

Research is the process of gathering and analysis of critical and relevant facts about any. It is a way to systematically solve the search problem. The research is the process of “defining and redefining problems formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making declarations and reaching conclusions.

The researchers also need to understand the assumptions underlying the various techniques and procedures will be applicable to certain problems and others will not. The advanced dictionary of current English lays down the meaning of research as “A careful investigation or enquiry especially through search for new facts in any branch of knowledge”.

REVIEW OF LITERATURE:

Ganesan;R And Et Al(2002) holds strong particularly when such a strategy is being tried on women. In the present context many of the theories dealing with entrepreneurship has seen a divergence from practice. It is seen that many entrepreneurs are motivated on their own to start their own enterprises. Many of these entrepreneurs actually do not receive any structured entrepreneurial input. They learn the same through trial and error. Keeping these views on entrepreneurship, this article deals with the problems, which these self-motivated women entrepreneurs con front, and then highlights the prospects and the future challenges. The article establishes the role entrepreneurial training can play in making the ventures initiated by these self-motivated women self-sustaining. The article identifies the concern areas of these women who are in business and also proposes what kind of entrepreneurial training would be ideal. The authors feel that when more women initiate businesses without such formal training, one should probably then start investing resources into making them stand on their own. The article has also identified certain special factors and problems women in business generally confront and the gendered root of such problems. The suggestion is that these problems could be taken care of through investing in building network and alliances.

Yang (2004) explained that there are three stages of economic development of women. Stage 1: As family workers without wages, Stage 2: As the wife of the boss, Stage 3: As independent business owners. The availability of Internet at home in Asia has increased very recently due to reduction in prices. Earlier it was not affordable for many household to have internet connection. In rural areas it is not available at all and in urban areas, where it is available, it is still treated as luxury. Firstly means that for the first stage of economic Development of women, it was not available. For the second stage, certainly it is available but not many women are working in some of the Asian countries. At the third level, it is picking up as many Small and Medium Enterprises (SMEs) are adopting ICT for better decision making and reaching globally.

(Yang, J. (2004). Free and Young- Programs for women Entrepreneurship: Women entrepreneurship and ICT World Knowledge Forum, 2004, Seoul Korea.)

Jayammal; G(2005) conducted the research study to analyse the problems of women entrepreneurs with special reference to some selected units in Coimbatore District of the state of Tamil Nadu .The main objective of the study has been to understand the socioeconomic back-ground of women entrepreneurs, and their problems in running their enterprises efficiently and profitably. All most all the women entrepreneurs irrespective of their education ,age, married and the unmarried, caste, religion, type of organizations, ownership type, experience, amount of capital investment , fixed assets have ranked the problem of finance as first in order followed by the problem relating to sales, competition from other sellers, purchase of raw materials, technical problems and labour related problems.

Nayyar; Pooja and et al(2007) conducted a study on hundred women entrepreneurs selected through random and snowball sampling technique from four zones of Himachal Pradesh. Nursing homes, boutiques, handloom units, beauty parlours carpet making units and general stores were the enterprises selected for study. The objectives of the endeavour were to ascertain the financial, marketing and production constraints faced by women in their enterprises; assessment of their health status, work place facilities and to develop guidelines for becoming a successful entrepreneur. Poor location of unit, tough competition from larger and established units, lack of transport facility, lack of rest and sleep and non-availability of raw material were the significant problems faced by entrepreneurs. The factors causable to these problems were; difficulty in affording own vehicle, not being popular, heavy schedule of work and long working hours. Common entrepreneurial problems can be dealt by formulating self help mutually aided groups. Support mechanism such as institutional credit

need to be strengthened to keep entrepreneurs aware about loaning schemes/credit facilities for further expansion.

Vasugi; N(2007) had conducted the study which deals with garments marketing and management. A fashion and garment industry is looked at as an industry of future. It also dealt with the development of women entrepreneurs and their association on different garment manufacturing activities and emerging possible opportunities in the cosmetic and global markets.

Tambunan;T(2009) has been made the study with aims to examine recent developments of women entrepreneurship in Asian developing countries. This issue is currently very important since it is part of ongoing national efforts to alleviate poverty in developing countries in relation to the Millennium Development Goals (MDGs). Greater opportunities for women to become entrepreneurs (or to have better income paid jobs) will help much in poverty reduction. Methodologically, this study is based on data analysis and a review of recent key literature. This paper focuses only on women entrepreneurs in small and medium enterprises. The findings of this study show three main important facts. First, SMEs are of overwhelming importance in the region, as they account, on average per country, for more than 95 percent of all firms in all sectors. Second, the representation of women entrepreneurs is still relatively low which can be attributed to factors such as low level of education, lack of capital, and cultural or religious constraints. Third, most of women entrepreneurs in SMEs are from the category of “forced” entrepreneurs seeking for better family incomes. This suggests that when women are better educated and have better paid employment opportunities increase for women, the participation of women as entrepreneurs in SMEs may decline.

Kumari;Sujata and et al (2010) The study was undertaken with an objective to study the problems of rural women entrepreneurs. It was conducted in the rural areas of Rajasthan with 60 rural women of whom half were engaged in entrepreneurial activity and half were not. Interview method was used to collect data from women. Information on the entrepreneurial problems was gathered and analyzed. The results of the study indicate lack of supportive network, financial and marketing problems were the major problem areas for rural women entrepreneurs and major demotivator for other women to initiate entrepreneurial activity.

Jahanshahi; Asghar Afshar and et al (2010) Today’s world is changing at a startling pace. Political and economic transformations seem to be occurring everywhere—as

countries convert from command to demand economies, dictatorships move toward democracy, and monarchies build new civil institutions. These changes have created economic opportunities for women who want to own and operate businesses. Today, women in advanced market economies own more than 25% of all businesses and women-owned businesses in Africa, Asia, Eastern Europe and Latin America are growing rapidly. This paper focuses on woman entrepreneur. Any understanding of woman in global scene and especially in India, also the paper talks about the status of woman entrepreneurs and the problems faced by them when they set up and managed their own businesses in the competitive world of business environment.

Kavita; N.V. and Dr .P.Sai Rani (2011) makes an attempt to study the opportunities and financial challenges of women entrepreneurs in Andhra Pradesh with an objective to ascertain the financial and marketing constraints faced by women in their enterprise .The Scope of study is restricted to few districts in Andhra Pradesh and small business units. The study was carried on 100 women enterprises with the help of structured questionnaires and efforts were made to cover all districts of Andhra Pradesh, with respect to small scale units with the help of data available from ALEAP,(Association of lady entrepreneurs in Andhra Pradesh) and FAPCCI (Federation of Andhra Pradesh Chambers of Commerce and Industry)and at some places snow ball sampling was also adopted. Data was collected through structured questionnaires and they being tabulated taking educational qualification of the respondents, turnover of the enterprise, year of establishment, and age of the respondents as variables.

Masood; Rana Zehra (2011) made the analyses to concept of women entrepreneurs in India; their traits in the business, the problems faced by them when they setup and make some suggestions for future prospects for the development of women entrepreneurs. In the era of liberalization, privatization and globalization along with ongoing IT revolution, today's world is changing at asurprising pace. Political and economic transformations appear to be taking place everywhere as countries convert from command to demand economies, dictatorships moves toward democratic system and monarchies build new civil institutions. These changes have created economic opportunities for women who want to own and operate businesses.

PUSH-PULL FACTORS OF WOMEN ENTREPRENEURS

Women in business are a recent phenomenon in India. By and large they had confided themselves to petty business and tiny cottage industries. Women entrepreneurs engaged in business due to push and pull factors. Which encourage women to have an independent occupation and stand on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

PROBLEMS OF WOMEN ENTREPRENEURS

Women in India are faced many problems to get ahead their life in business. A few problems can be detailed as;

1. Shortage of finance: The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal – male dominant social order is the building block to them in their way towards business success. Male members think it a big risk financing the ventures run by women. The financial institutions are skeptical about the entrepreneurial abilities of women. The bankers consider women loonies as higher risk than men loonies. 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 woman's loan repayment rates are higher than men's, women still face more difficulties in obtaining credit," often due to discriminatory attitudes of banks and informal lending groups (UNIDO, 1995b). 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 with few opportunities to borrow money (Starcher, 1996; UNIDO, 1995a). The women entrepreneurs are suffering from inadequate financial

resources and working capital. The women entrepreneurs lack access to external funds due to their inability to provide tangible security. Very few women have the tangible property in hand.

2. Legal family constraints and lack of family support: 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 women can devote all their time and energies to their business" (Starcher, 1996, p. 8). 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 is depends on the support the family members extended 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.

3. Absence of entrepreneurial aptitude: Another argument is that women entrepreneurs have low-level management skills. They have to depend on office staffs and intermediaries, to get things done, especially, the marketing and sales side of business. Here there is more probability for business fallacies like the intermediaries take major part of the surplus or profit. Marketing means mobility and confidence in dealing with the external world, both of which women have been discouraged from developing by social conditioning. Even when they are otherwise in control of an enterprise, they often depend on males of the family in this area.

Knowledge of alternative source of raw materials availability and high negotiation skills are the basic requirement to run a business. Getting the raw materials from different source with discount prices is the factor that determines the profit margin. Lack of knowledge of availability of the raw materials and low-level negotiation and bargaining skills are the factors, which affect women entrepreneur's business adventures.

Low-level risk taking ability: Low-level risk taking attitude is another factor affecting women folk decision to get into business. Low-level education provides low-level self-confidence and self-reliance to the women folk to engage in business, which is continuous risk taking and strategic decision making profession. Investing money, maintaining the operations and ploughing back money for surplus generation requires high risk taking attitude, courage and confidence.

The male - female competition is another factor, which develop hurdles to women entrepreneurs in the business management process. Despite the fact that women entrepreneurs are good in keeping their service prompt and delivery in time, due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition. The confidence to travel across day and night and even different regions and states are less found in women compared to male entrepreneurs. This shows the low level freedom of expression.

Gender gaps in education: Achievement motivation of the women folk found less compared to male members. The low level of education and confidence leads to low level achievement and advancement motivation among women folk to engage in business operations and running a business concern. 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 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, 1995b, p.1). Although great advances are being made in technology, many women's illiteracy, structural difficulties, and lack of access to technical training prevent the technology from being beneficial or even available to females ("Women Entrepreneurs in Poorest Countries," 2001). According to The Economist, this lack of knowledge and the continuing treatment of women as second-class citizens keeps them in a pervasive cycle of poverty ("The Female Poverty Trap,"). The study indicates that uneducated women do not have the knowledge of measurement and basic accounting.

Finally high production cost of some business operations adversely affects the development of women entrepreneurs. The installation of new machineries during expansion of the productive capacity and like similar factors dissuades the women entrepreneurs from venturing into new areas.

DEVELOPMENT OF WOMEN ENTREPRENEURS

Right efforts on from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective development of women entrepreneurs.

1. Consider women as specific target group for all developmental programmes.
2. Better educational facilities and schemes should be extended to women folk from government part.
3. Adequate training programmed on management skills to be provided to women community.
4. Encourage women's participation in decision-making.
5. Vocational training to be extended to women community that enables them to understand the production process and production management.
6. Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
7. Training on professional competence & leadership skill to be extended to women entrepreneurs.
8. Training and counseling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self-confidence and fear of success.
9. Counseling through the aid of committed NGOs, psychologists, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.
10. Continuous monitoring and improvement of training programmes.
11. Activities in which women are trained should focus on their marketability and profitability.
12. Making provision of marketing and sales assistance from government part.

13. To encourage more passive women entrepreneurs the Women training programme should be organised that taught to recognize her own psychological needs and express them.
14. State finance corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
15. Women's development corporations have to gain access to open-ended financing.
16. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
17. Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
8. Repeated gender sensitization programmes should be held to train financiers to treat women with dignity and respect as persons in their own right.
19. Infrastructure, in the form of industrial plots and sheds, to set up industries is to be provided by state run agencies.
20. Industrial estates could also provide marketing outlets for the display and sale of products made by women.
21. A Women Entrepreneur's Guidance Cell set up to handle the various problems of women entrepreneurs all over the state.
22. District Industries Centers and Single Window Agencies should make use of assisting women in their trade and business guidance.
23. Programmers' for encouraging entrepreneurship among women are to be extended at local level.
24. Training in entrepreneurial attitudes should start at the high school level through well-designed courses, which build confidence through behavioral games.

25. More governmental schemes to motivate women entrepreneurs to engage in small scale and large-scale business ventures.

26. Involvement of Non Governmental Organizations in women entrepreneurial training programmes and counselling.

ROLE OF GOVERNMENT TO DEVELOPMENT OF WOMEN ENTREPRENEURS IN INDIA

The growth and development of women entrepreneurs required to be accelerated because entrepreneurial development is not possible without the participation of women. Therefore, a congenial environment is needed to be created to enable women to participate actively in the entrepreneurial activities. There is a need to government, non government, promotional and regulatory agencies to come forward and play the supportive role in promoting the women entrepreneur in India. The Government of India has also formulated various training and development cum employment generations programs for the women to start their ventures. These programmes are as follows:

In the seventh five-year plan, a special chapter on the “Integration of women in Development” was introduced by government with following suggestion:

- **Specific target Group:** It was suggested to treat women as a specific target groups in all major development programs of the country.
- **Arranging training facilities:** it is also suggested in the chapter to devise and diversify vocational training facilities for women to suit their changing needs and skills.
- **Developing new equipments:** Efforts should be made to increase their efficiency and productivity through appropriate technologies, equipments and practices.
- **Marketing assistance:** It was suggested to provide the required assistance for marketing the products produced by women entrepreneurs.
- **Decision making process:** It was also suggested to involve the women in decision making process.

The Government of India Devised Special programs to increases employment and income generating activities for women in rural areas. The following plans are lunched during the eight five year plan:

- Prime Minister Rojgar Yojana and EDPs were introduced to develop entrepreneurial qualities among rural women.
- ‘Women in agriculture’ scheme was introduced to train women farmers having small and marginal holdings in agriculture and allied activities.
- To generate more employment opportunities for women KVIC took special measures in remote areas.
- Women co-operatives schemes were formed to help women in agro-based industries like dairy farming, poultry, animal husbandry, horticulture etc. with full financial support from the Government.
- Several other schemes like integrated Rural Development Programs (IRDP), Training of Rural youth for Self employment (TRYSEM) etc. were started to alleviate poverty. 30-40% reservation is provided to women under these schemes.

Economic development and growth is not achieved fully without the development of women entrepreneurs. The Government of India has introduced the following schemes during Ninth Five-Year Plan for promoting women entrepreneurship because the future of small scale industries depends upon the women-entrepreneurs:

- Trade Related Entrepreneurship Assistance and Development (TREAD) scheme was launched by Ministry of Small Industries to develop women entrepreneurs in rural, semi-urban and urban areas by developing entrepreneurial qualities.
- Women Component Plan, a special strategy adopted by Government to provide assistance to women entrepreneurs.
- Swarna Jayanti Gram Swarozgar Yojana and Swarna Jayanti Sekhari Rozgar Yojana were introduced by government to provide reservations for women and encouraging them to start their ventures.
- New schemes named Women Development Corporations were introduced by government to help women entrepreneurs in arranging credit and marketing facilities.
- State Industrial and Development Bank of India (SIDBI) has introduced following schemes to assist the women entrepreneurs. These schemes are:

(i) Mahila Udyam Nidhi

(ii) Micro Credit Scheme for Women

(iii) Mahila Vikas Nidhi

(iv) Women Entrepreneurial Development Programmes

(v) Marketing Development Fund for Women

Further, the tenth five Year Plan aims at empowering women through translating the recently adopted National Policy for empowerment of Women into action and ensuring survival, Protection and Development of women and children through rights base approach. Consortium of Women entrepreneurs of India provides a platform to assist the women entrepreneurs to develop new, creative and innovative techniques of production, finance and marketing. There are different bodies such as NGOs, voluntary organizations, Self-help groups, institutions and individual enterprises from rural and urban areas which collectively help the women entrepreneurs in their activities. The following training schemes especially for the self employment of women are introduced by government:

- Support for Training and Employment Programme of Women (STEP).
- Development of Women and Children in Rural Areas(DWCRA).
- Small Industry Service Institutes (SISIs).
- State Financial Corporations.
- National Small Industries Corporations
- District Industrial Centres (DICs)

SIDBI has developed this fund for the entrepreneurial development of women especially in rural areas. Under Mahila Vikas Nidhi grants loan to women are given to start their venture in the field like spinning, weaving, knitting, embroidery products, block printing, handlooms handicrafts,bamboo products etc. In 1993, Rashtriya Mahila Kosh was set up to grant micro credit to pore women at reasonable rates of interest with very low transaction costs and simple procedures.

CONCLUSION

According to the study it has been observed that Women are very good entrepreneurs, and prefer to choose the same as they can maintain work life balance. Even though we have many successful Women Entrepreneurs in our country, but as we have a male dominated culture there are many challenges which women entrepreneurs face from family & Society. Government play important role to development the women entrepreneurship in India. Entrepreneurship is presently the most discussed and encouraged concept all over the world to overcome economic challenges. Women are willing to take up business and contribute to

the nation's growth. Their role is being recognized and steps are taken to promote women entrepreneurship.

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