

**A STUDY ON THE PERFORMANCE OF WOMEN ENTREPRENEURS  
IN MSME WITH SPECIAL REFERENCE TO  
THRIKKAKARA MUNICIPALITY**

Dissertation Submitted to  
**MAHATMA GANDHI UNIVERSITY KOTTAYAM**

In partial fulfillment of the requirement for the  
**Degree Of Bachelor Of Commerce**

Submitted by  
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KOCHI, KERALA**

**2020 – 2023**



## **DEPARTMENT OF B.COM FINANCE AND TAXATION**

**(Affiliated to Mahatma Gandhi University, Kottayam)**

### **CERTIFICATE**

This is to certify that this dissertation entitled **A STUDY ON THE PERFORMANCE OF WOMEN ENTREPRENEURS IN MSME WITH SPECIAL REFERENCE TO THRIKKAKARA MUNICIPALITY** is a record of original work done by SREE NANDANA LENIN (200021077062), SAHIL SALAM (200021077059) and SANDRA E S (200021077060) in partial fulfillment of the requirements for the award of the Degree of Bachelor of Commerce- Finance and Taxation under the guidance of Asst. Prof. SOUMYA VARGHESE Department of Finance and Taxation, the work has not been submitted for the award of any degree or title of recognition earlier.

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**Place: THRIKKAKARA**

**External examiner date**

## **DECLARATION**

We, SREE NANDANA LENIN, SAHIL SALAM, SANDRA E S, hereby declare that the project report titled

**“ A STUDY ON PERFORMANCE OF WOMEN ENTREPRENEURS IN MSME WITH SPECIAL REFERENCE TO THRIKKAKARA MUNICIPALITY ”**

WITH SPECIAL REFERENCE TO THE THRIKKAKARA UNIT, is a Bonafide Record of work done by us under the guidance and supervision Asst. Prof. SOUMYA VARGHESE, Department of Finance and Taxation, BHARATA MATA COLLEGE, THRIKKAKARA . We also declare that this report embodies the findings based on our study and observation and has not been submitted earlier for the award of any Degree or Diploma to any institute or university.

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**SREE NANDANA LENIN**

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**CHAPTER 1**  
**INTRODUCTION**

## **1.1 INTRODUCTION**

Micro, Small and Medium Enterprises (MSME's) are entities that are involved in production, manufacturing and processing of goods and commodities. The concept of MSME was first introduced by the government of India through Micro, Small and Medium Enterprises Development (MSMED) Act, 2006.

In addition to contributing in the industrialization of rural and underdeveloped areas, the Micro, Small and Medium Enterprises (MSME) sector has played a significant role in creating job opportunities at a cheaper cost of capital than in large enterprises, assuring more fair society, decreasing regional inequalities and distributing national revenue more evenly. In India, the Ministry of MSMEs work with relevant agencies, state government and other parties to advance the sector's growth and development, including the Khadi, Village and other Coir Industries, by assisting already- existing companies and fostering the emergence of new ones. In today's society, women have emerged from the four walls of their homes to contribute significantly to a variety of endeavours, including the economic one. Women are now entering professions like business, agriculture, horticulture, sericulture, animal husbandry, tailoring, clothing industry, trade agriculture, beauty parlours etc. that they previously restricted their activities to. The idea of women entrepreneurs is very recent. Being an entrepreneur is a concept that applies to both men and women equally. Every women or group of women who creates, starts, or modifies an economic activity is eligible.

India's social and demographics have been greatly impacted by women entrepreneurs and their growing presence there. Women's increased participation in workforce has created jobs and helped millions of families escape poverty. Because of their superior productivity and well-known leadership abilities, women predominate in modern industries. Her work ethics and remarkable commercial acumen have also highlighted the significance of women in modern work force.

The key to prosperity of the nation's economy is a woman. Women's tremendous potential and strength were overlooked and underutilised in earlier civilizations because they were restricted. Women are emerging from slavery with the passage of time and a range of activities, including businesses, are being engaged in. Policymakers now recognise the economic value of women and their capacity for productivity, which has increased GDP. Women have made significant contributions to the MSME sector, particularly in rural areas where they have helped to boost the local economy by creating jobs in small businesses. The Global Entrepreneurship Monitor (GEM) completed its 18<sup>th</sup> survey on various entrepreneurship- related topics in 65 countries, including India. It also brought attention to the plight of female business owners.

The study's goal is to define, create and validate a scale that measures the performance characteristics of women entrepreneurs. The study aims to address crucial issues of women entrepreneurs, such as identifying variables affecting women's performance. Introduction of a valid and accurate scale for performance from the perspective of women entrepreneurs, which will aid in explaining the phenomenon of entrepreneurship among women by using a holistic approach.

## **1.2 SIGNIFICANCE OF STUDY**

The study on the performance of women entrepreneurs in MSME is essential in order to find out the gender equality by understanding the challenges of women entrepreneurs, Economic growth by a better understanding of the performance of women entrepreneurs, Social welfare by studying the performance of women entrepreneurs in MSMEs. Overall the study on the performance of women entrepreneurs in MSME is critical for promoting gender equality, economic growth, social welfare and designing policy interventions that support the growth of MSME.

## **1.3 STATEMENT OF PROBLEM**

Our society has always been dominated by men, with women being relegated to the confines of the house and not being recognised as equal partners. In contemporary societies, women have moved outside the home to engage in a variety of occupations. Most of them are starting businesses as a result of required education, work experience, improving economic conditions, and financial aspects. With the emergence of MSME, many women have taken the entrepreneurship and are running them successfully.

## **1.4 OBJECTIVES OF THE STUDY**

- To analyse the performance of women entrepreneurs in terms of income generation, employment generation and standard of living.
- To estimate various challenges faced by women entrepreneurs.
- To know the encouragement of thrift and investment.

## **1.5 RESEARCH METHODOLOGY**

It constitutes the blue print for data collection, measurement and analysis of data. It is the overall operational framework of research that stipulates what information is to be collected from which source and by what procedure.

- Design of the study - We are using descriptive research design. The aim of descriptive research is to verify formulated hypotheses that refer to present situation in order to elucidate it.
- Population – The total number of women entrepreneurs in MSME is the population.
- Sample size – Sample size 60 is taken from Thrikkakara Municipality.
- Sampling technique – Snowball sampling is the technique used for the analysis. Snowball sampling is a non-probability sampling method where new units are referred by other units to perform part of the sample.
- Data collection instruments and tools – The data is collected through questionnaire and through secondary data like journals, articles, Google, internet etc.

Tools used for the analysis include pie chart, bar graph, percentages, ratios etc.

## **1.6 LIMITATIONS OF THE STUDY**

- The study's focus was limited to less participants, so it doesn't actually reflect all female entrepreneurs.
- Getting appointments with certain people is challenging.
- Information supplied by the potentially dishonest respondents have been reported.
- Some of the respondents were unwilling to respond.

**CHAPTER 2**  
**LITERATURE REVIEW**

## LITERATURE REVIEW

The literature review is a written overview of major writing and other sources on a selected topic. Sources covered in the review may include scholarly articles, journal books, etc. The literature review provides a description, summary, and evaluation of each source.

- **MOHAMMAD SHAMSUL HOQUE (2021)**

The class of entrepreneurs with the fastest global growth is feminine, and in recent years, professors have paid significant attention to this group. To realize a nation's full economic potential, women must participate in and manage businesses. The development of entrepreneurship helps women's chances for job success and economic advancement. The gradual actions taken by female entrepreneurs to engage with and influence social and business networks, improve their quality and visibility through interactions with the government, service providers, and financial institutions utilizing this approach. They experience increased social influence and respect. Entrepreneurs develop stronger commitments and passions for their businesses, as well as communication, public speaking, persuasion, problem-solving, and other interpersonal skills.

- **IRENE KAMBERIDOU (2021)**

Women's small business ownership, entrepreneurship, and motivations for starting or running a business; female leadership styles, management techniques, and strategies; social norms or gender barriers alongside the work-family conflict; gratifying personal and individual needs while operating a business; women's decisions resulting from constantly shifting market dynamics; and ultimately, the traits of the productive feminine and the innovator. Regarding every demographic and psychological trait, girls resemble men more than they do, and successful female entrepreneurs resemble males in terms of invention, vision, risk-taking, competitive abilities, and persistence.

- **SRINIVAS K. T. (2020)**

After researching how well small, medium, and large businesses operate and what they contribute to the Indian economy, he comes to the conclusion that MSMEs are extremely important. Asian country's Export-Import Bank has conducted a comprehensive analysis of the current state of

MSMEs and the support mechanisms available in Asia as well as globally. To encourage MSMEs to move up the value chain, we need to be forced to redefine the ceiling limits. We also need cluster development strategies to increase the number of people engaged in the fight.

- **SANKAR DE (2020)**

MSMEs in Asia encounter a variety of difficulties, but perhaps none is as problematic as the short-term and long-term financial difficulties that they must deal with.

- **DHAMEJA S. K. (2020)**

Women who made the difficult decision to pursue entrepreneurship were motivated by a quest for independence and success. This definition only applies to women who turn to entrepreneurship because of an opportunity, i.e., women who do so out of their own free will. This definition excludes entrepreneurs who are driven by necessity and obliged to seek entrepreneurship because of a pressing need.

- **MUNSHI, SETAL (2019)**

Women entrepreneurship may be defined as the innovative activity of starting and running a business venture that promotes the economic and social advancement of women in society. This definition details the beneficial economic, social, and entrepreneurial contributions made by women to society.

- **SINGH (2019)**

He explains the causes and influencing variables for women's entry into entrepreneurship. He stated that the main barriers to the growth of women's entrepreneurship are a lack of interaction with successful business people, social rejection of women entrepreneurs, the need to care for one's family, gender discrimination, a lack of a network, and bankers' low priority for lending to women business owners. He proposed taking corrective action by encouraging microbusinesses, releasing institutional constraints, projecting and pulling for growth and support of the winners, among other things.



- **ACCORDING TO SENTHILKUMAR, VANSANT AND VERETHRAGNA'S (2019)**

Study on the development of women entrepreneurs, "Indian women enjoy a disadvantageous status in the society as low literacy rates, low work participation rates, and low urban population share of women as compared respectively of their male counterparts confirm their disadvantageous position in the society our age- old socio-cultural traditions and taboos arresting and women within four walls of their homes." These elements work together to create an environment that is not conducive to the growth and emergence of women entrepreneurs in the nation.

- **PRIYANAKA SHARMA (2018)**

Discusses strategies for fostering female entrepreneurship. These include establishing specific target groups for female entrepreneurs, better educational facilities, suitable training programs, and vocational training. This research brought to light the challenges experienced by female business owners.

- **INTERNATIONAL JOURNAL, NEHA DANGI (2018)**

Micro, Small, and Medium-Sized Enterprises (MSMEs) are the driving force behind economic expansion in both India and the rest of the globe in the twenty-first century. MSMEs (Micro, Small and Medium-Sized Enterprises) are crucial to a nation's economic growth. MSMEs are largely acknowledged as the cornerstone of every nation's industrial development. About 90% of the global market is contributed by these companies. It has long been believed that women in India can only be housewives who care for their families and homes. However, this impression has since shifted. Women's entrepreneurship has never been a topic that Indian society or social sciences have ever discussed. But things have totally altered since then. Women's roles have evolved from being solely housewives to businesswomen in the modern world.

- **V SINGH AND SEEMA GUPTA, GORTERIA JOURNAL (2018)**

The women business owners who work for micro, small, and medium-sized enterprises (MSMEs) play a crucial role in bridging socioeconomic gaps and the economy of India's rapid expansion. Nevertheless, Covid-19 appears to have had a negative influence on the market, supply chain management, operations, and finances in a significant number of MSMEs. These change agents, who faced numerous obstacles to their sustainability, development, and existence, eventually ran into

the issue of endurance and survival. They are therefore looking at fresh approaches to deal with the crisis. This essay makes an effort to investigate the elements that, over time, particularly the Covid-19 period, have influenced the development of female MSMEs businesses.

- **JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP, MALIKADAS, (2018)**

In Tamil Nadu and Kerala, two southern Indian states, women entrepreneurs who own and manage small to medium sized businesses are profiled in this study. It looked at the difficulties these women encountered in starting and running their enterprises as well as the conflicts between their professional and personal lives. It also examined their motivations for launching a firm as well as their own explanations for their success. These women's early issues resemble those that women in western nations initially confront.

However, there were fewer work-family problems for Indian women entrepreneurs, and they appeared to have different motivations for beginning and running successful businesses.

- **SHASTRI AND RAO (2016)**

Women are transitioning from being job searchers to being employment suppliers, which is an enormous accomplishment in and of itself. It is also asserted that women can achieve financial independence through entrepreneurship and have access to a variety of lifestyle options if they want to do so. Another idea is that women enter the world of entrepreneurship to feel a sense of accomplishment and self-actualization. This demonstrates how women's identities have undergone a paradigm shift as they transition from being the family's primary caretakers to financial providers.

- **NEW INDUSTRIAL POLICY (2015)**

The government's goal is to support female entrepreneurs, "...provide a special thrust to women entrepreneurship and to strengthen the contribution of women entrepreneurs and promote the formation of more women firms in the state in the next five years." Despite all the government work and initiatives, it has been emphasized that women entrepreneurs still need to take a more active role in fostering entrepreneurship.

- **JOSHI (2015)**

The male-female competition in MSME is another barrier in the way of women entrepreneurs, leaving them frequently at the mercy of middlemen who, unlike men entrepreneurs, pocket the majority of the profit in order to advertise their goods. The Ministry of MSMEs has developed a

number of programmes specifically for women business owners, but the issue is that few people are aware of the government's policies that support women. Banks and other financial institutions are unable to inform customers of the existence of such a plan.

From the above literature and review various objectives are found out such as to analyse the current status of women entrepreneurs in MSME and identify their challenges and opportunities to assess the factor affecting the performance of women led MSME is including the socio economic cultural and institutional factor to know the encouragement given by MSME for the thrift and investment to women entrepreneurs to compare the performance and working of women entrepreneurs in terms of various factors like income generation standard of living etc to explore the role of Technology in enhancing the business performance of women led MSME.

From the above mentioned objectives the following three objectives are taken for the study; to analyse the performance of women entrepreneurs in terms income generation, employment generation and standard of living, to estimate various challenges faced by the women entrepreneurs and to know the encouragement of thrift and investment.

**CHAPTER 3**  
**THEORETICAL FREAMEWORK**

## **ENTREPRENEURSHIP**

An individual who starts a new firm, taking on the majority of the risks and reaping the majority of the gains, is known as an entrepreneur. Entrepreneurship is the practise of starting a business. The entrepreneur is frequently viewed as an innovator, a source of fresh concepts for products, services, businesses, and operational methods.

The entrepreneur is frequently viewed as an innovator—a creator of fresh concepts and commercial strategies. Successful entrepreneurs are frequently seen as possessing excellent management qualities and good team-building skills. Robert Reich, a political economist, believes that a successful entrepreneur must possess the attributes of leadership, management, and teamwork.

## **WOMEN ENTREPRENEURS**

Researchers have turned to developing a thorough definition of women entrepreneurs as a result of the rise of women in the industry. Women entrepreneurs are those who take on the responsibility of organising and managing the resources of their businesses, as well as taking any associated risks in the hope of making a profit. According to this concept, female entrepreneurs are thoughtful managers and decision-makers. Women who made the difficult decision to pursue being an entrepreneur were motivated by a quest for independence and success. His concept only applies to women who turn to entrepreneurship out of their own free will and are motivated by opportunities. This definition does not include self-starters who are driven by a pressing desire to start their own business.

Women entrepreneurs are individuals or groups of women who start, organise, and

manage their own businesses (Suganthi, 2009). Women entrepreneurship may be defined as the innovative activity of starting and running a business venture that promotes the economic and social advancement of women in society. This definition explains the beneficial economic, social, and entrepreneurial contributions made by women to society.

A woman entrepreneur is defined by the Indian government as someone who assumes the majority of the financial risk (minimum financial interest of 51% of the capital) in a business. It is therefore obvious that women entrepreneur's fall under the definition of an entrepreneur. Others have focused on the roles they play as entrepreneurs, while the Government of India has viewed financial control as a parameter in defining women entrepreneurs. Some researchers have defined women entrepreneurs as possessing distinctive personality traits, while others have focused on the roles they play as entrepreneurs.

According to a review of the literature, women entrepreneurs in the Indian context are those who have the majority of the financial control over their business, choose to be entrepreneurs out of necessity or are forced to do so, and start, organise, and manage the resources at their disposal with the goal of making a profit. Women entrepreneurs handle their businesses with deliberate decisions.

Women entrepreneurship also leads to social and economic empowerment of women

## **FEATURES OF WOMEN ENTREPRENEURS**

Women entrepreneurship is more common in younger age groups in comparison to older age groups.

Entrepreneurial women come from a variety of educational backgrounds. The majority of

female business owners are from the lower- and middle-income brackets and run service-oriented businesses. From pickles, and powders, women entrepreneurs are also expanding into industries like engineering. Women entrepreneurs were concentrated in traditional and informal sectors of the Indian economy. But over the past decade women entrepreneurs are also diversifying themselves in contemporary and emerging sectors.

## **FUNCTIONS OF WOMEN ENTREPRENEURSHIP**

- a. Exploring the prospects of starting new enterprises,
- b. Undertaking of risks and the handling of economic uncertainties involved in business,
- c. Introduction of innovations or initiation of innovations.
- d. Co-ordination, administration and control and
- e. Supervision and providing leadership in all business aspects.

## **PROBLEMS AFFECTING WOMEN ENTREPRENEURS**

Over the past ten years, there has been a significant increase in the number of women entrepreneurs around the world, and the entrepreneurial potential of women has revolutionised the rural economies in many regions of the world. But this does not imply that all of the issues have been fixed.

### ❖ Access to finance

The main problem for women is access to finance. One of the biggest challenges women entrepreneur encounters is getting finance, particularly when establishing a business. For

many reasons, including a lack of collateral, a refusal to accept household assets as collateral, and loan officers' unfavourable impressions of female entrepreneurs, women frequently have fewer options than males to obtain credit.

#### ❖ Access to markets

Knowledge, relationships, and expertise are necessary in order to enter new markets. Women frequently lack access to training and experience on how to participate in the market, which prevents them from strategically marketing products and services. As a result, small businesses run by women frequently cannot handle both production and marketing of their products. They frequently haven't had much exposure to the global market therefore they don't know what is generally accepted.

#### ❖ Access to training

In South Asia, women have restricted access to technical and vocational education. Women really have less access to education than males do on average, and technical and vocational abilities can only be developed on a solid foundation of fundamental primary and secondary education. South Asia is distinguished by low rates of female enrolment in education, high dropout rates, and subpar educational quality. The table below displays average years of education for men and women, as well as the percentage of women who are literate compared to men. The statistics show that there is prejudice against women in terms of their ability to succeed and equal opportunities.

#### ❖ Access to networks

Women are further constrained in their ability to advance because they have less business connections, less understanding of how to navigate government bureaucracy, and less bargaining power. Since most female entrepreneurs work on a small scale and typically aren't



a part of networks or professional organisations, they frequently struggle to get information. The majority of current networks are dominated by men and occasionally not particularly welcoming to women because they prefer to be exclusive. Even when a woman enters these networks, her task is frequently challenging because most network activity happens after conventional working hours.

#### ❖ Access to policy markets

The majority of women have little access to or representation on bodies that decide policy. Large corporations and males have easier access to lawmakers and can influence policy more easily because they are more often viewed as colleagues. Women are less likely to be members of and to hold leadership roles in traditional business organisations, which restrict their ability to agitate for change. Women's information access is also a barrier to their informed participation in policymaking.

#### ❖ Over dependence on intermediaries

Women entrepreneurs have to depend largely on intermediaries for the distribution of their products. These intermediaries take a major portion of their profits. It may be possible for the women entrepreneurs to eliminate the middlemen, but it requires additional investment of capital and a lot of travel. Women entrepreneurs find it difficult to capture market and popularise their products.

#### ❖ Stiff Competition

Women entrepreneurs have a face stiff competition for the products from the organised industries and male entrepreneurs. They do not have organisation set up to spend a lot of money for canvassing and advertisement. The society has a feeling that the products manufactured by women are inferior in quality on account of the fact that they are

manufactured by women themselves. These factors will lead to the liquidation of women enterprises.

#### ❖ High cost of production

The government grants and subsidies help them tide over this difficulty, but these grants and subsidies are available only at the initial stages of its setting up. For expansion and diversification activities these assistances will be negligible.

#### ❖ Limited mobility

Unlike men, women mobility in India is highly limited due to various reasons. Physically they are not fit enough to travel a lot. A women running an enterprise independently and alone is often looked upon with suspicion. The humiliating attitude of officials towards women compels them to give up the idea of starting an enterprise.

#### ❖ Lack of education

In India around 60% of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to lack of education , women are ignorant of business technology and market. It also reduce the achievement motivation among women .Thus, lack of education creates problems for women in the setting up and running of business enterprises.

## **SOLUTIONS TO THE PROBLEMS OF WOMEN ENTREPRENEURS**

#### ❖ Separate Finance Divisions

Separate finance divisions can be opened by various financial institutions and banks for providing easy and ready finance to the women entrepreneurs. Through these divisions they can provide finance at concessional rates to women entrepreneurs. In order to avoid the humiliating attitude of the offices, these divisions may be and under the control and management of women officers.

#### ❖ Supply of raw materials

Women entrepreneurs must be given priority over other entrepreneurs in the supply of controlled and scarce raw materials. If possible, the government of local authorities must give tax exemptions to the supply of raw materials to the women entrepreneurs. The government must make adequate steps to supply the raw materials at the minimum price.

#### ❖ Co-operative Women Marketing Societies

Marketing of production is one of the major problems faced by women entrepreneurs. In order to overcome this difficulty, they can start co-operative societies. These societies can collect the products manufactured by the women entrepreneurs and sell them at competitive prices by eliminating middle men.

#### ❖ Education and social change

It is necessary to make people aware of entrepreneurship development, various products, their marketing facilities, competition etc. The negative attitude of the society towards women should be changed.

#### ❖ Training

The modern concept of entrepreneurship is that 'entrepreneurs are not born but made.' By giving proper training we can develop the inborn talents of an individual and make him an entrepreneur. For this, the governmental agencies and financial institutions can set up separate divisions for giving training to women entrepreneurs. The training scheme of the syllabus should be so designed that women can take full advantage of the training facilities.

#### ❖ Family Background

There should be a sound family background for the development of women entrepreneurs. Elders, particularly mothers, should be aware of the potential of girls and their role in the society. Parents in the initial stage, and husbands in the later stage should support women for doing the entrepreneurial activities successfully.

#### ❖ Support from the Society

Necessary steps should be taken to make the society aware of the role of women in its economic and social development. There must be a change in the negative a must give infrastructural facilities, raw materials, tax exemptions and concessions to them. The government can also give special grants and subsidies to the women entrepreneurs.

### **MICRO SMALL AND MEDIUM ENTERPRISES**

The micro, small, and medium-sized enterprise (MSMEs) sector has become one of the most dynamic and lively segments of the Indian economy. As subsidiary entities, MSMEs are complementary to large businesses and have a significant positive impact on the socioeconomic growth of the nation. MSMEs are essential in reducing regional imbalances

and promoting a more equitable distribution of wealth and resources by creating significant employment opportunities at a cost that is comparably lower than that of large industries and by facilitating manufacturing inside rural and underdeveloped areas. To create chances for self-employment and to improve the required skills of those who are already employed, the ministry of small, medium-sized, and entrepreneurship encourages the development of little and tiny businesses throughout the nation. The promotion of small, medium-sized businesses, particularly first-generation entrepreneurs, depends on a number of critical factors, one of which is the development of entrepreneurship. So, one of the top priorities in nations all over the world has been the promotion of entrepreneurship.

## **HISTORY**

In October 1999, the Ministry of and Argo and Rural Industries was established. The Ministry Small Scale Industries of Small-Scale Industries and the Ministry of Argo and Rural Industries were created from the Ministry in September 2001. In a notification dated May 9, 2007, the President of India revised the 1961 Government of India (Allocation of Business) Rules. This modification allowed for their consolidation into a single ministry. The ministry was given the responsibility of promoting micro and small businesses. The National Small Industries Corporation Limited public sector undertaking and the Small Industries Development Organization were both governed by the ministry. The Ford Foundation's proposals served as the foundation for the 1954 establishment of the Small Industries Development Organization. More than 60 offices and 21 independent bodies are managed by it. These independent organisations include tool rooms, training facilities, and project-and-process development centres.

## **MISSION**

The India MSMEs Forum's three main strategies for attaining its purpose are listening,

sharing, and advocating for a pro-business environment. Fostering and supporting innovative start-ups and MSME.

Identifying, nurturing, and supporting Indian SMEs those are creative and competitive internationally. To give India's small and medium-sized business owners a voice and a neutral platform .We have been at the vanguard of the movement to fundamentally alter how our nation is governed. The mindset of the people in our nation toward its entrepreneurs needs to change, and that is something we are devoted to.

## **VISION**

The MSME Forum strives to promote and encourage entrepreneurship and business growth in India. In order to aid in creating an ecosystem that encourages entrepreneurship. To encourage and honour India's creative, globally-competitive MSMEs.

## **WOMEN ENTREPRENEURSHIP IN MSMEs -ROLE AND STATUS**

In India, "women in business" is regarded as a relatively recent development. India is ranked 110th out of 166 countries in the gender empowerment index. Though they make up about 48% of the population, women only participate in 34% of economic activity. According to the human development report (2007). Women are completely free to work and succeed. They become humans the instant they leave their homes. A businesswoman weighs the same as a businessman.

### **Roles**

### ❖ Nursery of Entrepreneurship

MSME is the nursery of entrepreneurship. MSMEs provide ample opportunities for entrepreneurship. They generate employment opportunities with low capital investment. They also facilitate development of backward areas and weaker sections of the society.

### ❖ Mobilisation of Local Resources

MSMES help to mobilize and utilize local resources like small savings, entrepreneurial talents, skills, etc. which might otherwise remain idle and unutilised. They promote traditional family skills and are handicrafts.

### ❖ Generation of Employment

The MSMEs are labour-intensive enterprises. They provide work for the unemployed, better work for the underemployed, and supplementary work for the seasonally unemployed workers. Next to agriculture, this sector is considered as the major employment provider in India.

### ❖ Self-employment

this sector provides limitless opportunities for self-employment. This is suited to a country like India where unemployment and underemployment prevail largely.

### ❖ Contribution to GDP

The GDP of a country increases when the production of goods and services of that country increase. MSMEs produce different types of products and provide different types of services.

They produce more than 8,000 products in India and contribute 40% to the GDP.

#### ❖ Low Cost of Production

They also enjoy the benefit of low cost of production. They depend on local resources which are less expensive. As a result, they are able to produce quality products at reasonable price.

#### ❖ Lesser Capital Requirement

MSMES require only lesser amount of capital. As capital is very limited in a country like India, it may be greatly useful to the small- scale sector.

#### ❖ Equitable Distribution of Income

MSMES secure a more equitable distribution of income and wealth. They are particularly suitable for the fulfillment of the objective of social justice. They are more widespread and offer a much longer employment potential as compared to large-scale enterprises.

#### ❖ Balanced Regional Development

MSMEs are found in every part of our country. Whether in rural or urban area, this sector produces various goods and services to meet the demands of customers living in different sections of the society. Thus, they help to remove regional disparities by industrializing rural and backward areas.

#### ❖ Quick Return on Investment

In case of MSMEs, the time lag between the execution of investment project and the start of production is relatively short. Thus, there is a quick return on investment.



- ❖ Savings in foreign exchange

MSME have an important role in saving foreign exchange resources of the country. They can contribute to the foreign exchange resources of the country through increasing exports.

### **Features/Advantages of MSME**

Micro, small and medium enterprises provide conducive and favourable conditions for the emergence and growth of entrepreneurs ship. The following features of MSME are notable:

- ❖ Capital Investment

MSMEs require only small investment of capital to set up them

- ❖ Labour Intensive

They are generally labour-intensive. They do not require costly tools and techniques.

- ❖ Short period

They require only a short period for their establishment.

- ❖ Economic stability

They also help to create economic stability by spreading prosperity and by checking the expansion of monopolies.

use of Local Resources These enterprises help in better use of local resources and skill which might otherwise remain unutilized.

#### ❖ Reduction of Unemployment

The development of MSMEs will create job opportunities in the rural areas. This will reduce the problem of unemployment and poverty.

#### ❖ Saving Foreign Currencies

These enterprises help to earn and save the valuable foreign currencies by producing and exporting goods.

#### ❖ Base for Large Units

MSMEs are the training ground for local entrepreneurs. They help in transferring the knowledge and skill to other enterprises. They may grow into large-sized enterprises.

#### ❖ Essential Linkage

There is an essential linkage between large-scale enterprises and MSMEs because the latter create opportunities for the growth and development of the former.

#### ❖ Equitable Distribution

MSMEs help to bring about a more equitable distribution of income and wealth.

## **PROBLEMS OF MSME**

### ❖ Lack of Adequate Finance

Although MSMEs get bank loans, they are not sufficient to meet their requirements. Hence, they have to depend on other sources of finance which are more expensive and risky.

### ❖ Scarcity of Raw Materials

The scarcity of raw materials has increased with the increase in number of MSMEs. The price of raw materials is increasing day by day. The inadequate and irregular supply of raw material is their major problem.

### ❖ Problem of Marketing

Marketing is an important problem faced by MSMEs. They have to compete with large industries. They can not provide for costly advertisement, research and network of distribution system like big industries.

### ❖ Absence of skilled manpower

MSMEs cannot afford to pay high wages and salaries to their employees. They fail to attract

skilled manpower because of unattractive remuneration and benefits.

#### ❖ Absence of Managerial Skill

MSMES do not have enough personnel with managerial skill. This is the main problem of MSMEs which are located in the backward areas of the country.

#### ❖ Absence of Proper Machinery and Equipment

MSMES often use inefficient and out-dated machinery and equipment. As a result, the quality of production is affected.

#### ❖ Absence of Technical Know-how

The managers of MSMEs may not have knowledge about different alternative technologies and processes. But, this knowledge is essential for producing quality products at reduced costs.

#### ❖ Poor Project Planning

Project planning requires the knowledge of demand of the product in the market, marketing problems, sources of finance, etc. The MSMEs face the problem of poor project planning, because the persons they employ are not efficient persons. They can not afford to pay for their service.

#### ❖ Inadequate Infrastructure

This is a major problem faced by the MSMEs in India. Inadequate infrastructure results in

poor performance, underutilization of capacity and even more wastage. It adversely affects the production of a business.

## **PROFILE OF WOMEN ENTREPRENEURS IN MSME OF THRIKKAKARA**

### **ORIGIN GROWTH AND DEVELOPMENT**

MSME are organisations that support the growth of entrepreneurship and skill upgrades by establishing specialised training facilities. In accordance with the Micro Small and Medium Enterprises Development Act of 2006, the Government of India has introduced MSME. It was started and is run by the MSME Ministry. The goal of MSME at thrikkakara is to raise women's standards of living, employment opportunities, and income.

In 2013, four small businesses were first launched. But as of right now, thrikkakara is home to 14 MSME businesses. There are no more than 20 in any one unit.

## **ACTION PLAN OF WOMEN ENTREPRENEURS IN MSME AT THRIKKAKARA**

- ❖ Formation of women collectiveness
- ❖ More information/training
- ❖ Skill up gradation training
- ❖ Better living conditions
- ❖ Micro-enterprises for sustainable economic development

# **ENTERPRISES RUN BY WOMEN IN THRIKKAKARA**

## **AGRICULTURE SECTOR**

- ❖ Dairy unit
- ❖ Fish farming
- ❖ Rabbit rearing unit

From the above rabbit rearing unit is the least remunerative. But in case of dairy units the remunerative nature of their enterprise is reflected in wages obtained by their members. Women having an age above 45 are engaged in agricultural sector job and with those having less qualification.

## **INDUSTRY SECTOR**

- ❖ Handloom making
- ❖ Craft unit
- ❖ Ready made garments

In thrikkakara mostly woman who has an age between 35-40 carry out industry sector enterprises.

## **SERVICE SECTOR**

- ❖ Provision store
- ❖ Hotels

In thrikkakara unit, women mostly provide homely food for earning a profit. Around 15

women are there in each unit for making breakfast, lunch and evening snacks. Provision stores are also set up by women in the locality.

## **AWARDS AND ACHIEVEMENTS**

- ❖ Profit Earning Award
- ❖ Good agriculture
- ❖ Good kudumbashree
- ❖ Sevana puraskaram

## **MILESTONES**

Thrikkakara is a small city in Ernakulam district of Kerala state, India. It is 22km from Thrikkakara. Thrikkakara is under kanayannur taluk. Here there exists a public library, schools from KG to plus two. A college under MG university , traditional temples, churches, telephone exchange, post office, banks, electricity board, various shops and business ventures.

## **CHAPTER 4**

# **DATA ANALYSIS AND INTERPRETATION**



## **DATA ANALYSIS AND INTERPRETATION**

This study is analytical in nature. Analysis of the study was conducted using primary data, which has been collected from the members in MSME through questionnaire method with personal interview. For the study 60 samples were selected.

There are about 300 large and medium scale industries and 166000 small scale industries. There are about 10000 MSMEs in Ernakulam district, the sample collected is from Thrikakara which consist of around 14 MSME units and 5 units has been taken for the study. The following results have been obtained from the analysis.

Table 4.1

Age of the Respondents

Age	No. of respondents	Percentage of respondents
Below 40	5	8
40-45	8	13
45-50	22	37
50 Above	25	42
Total	60	100

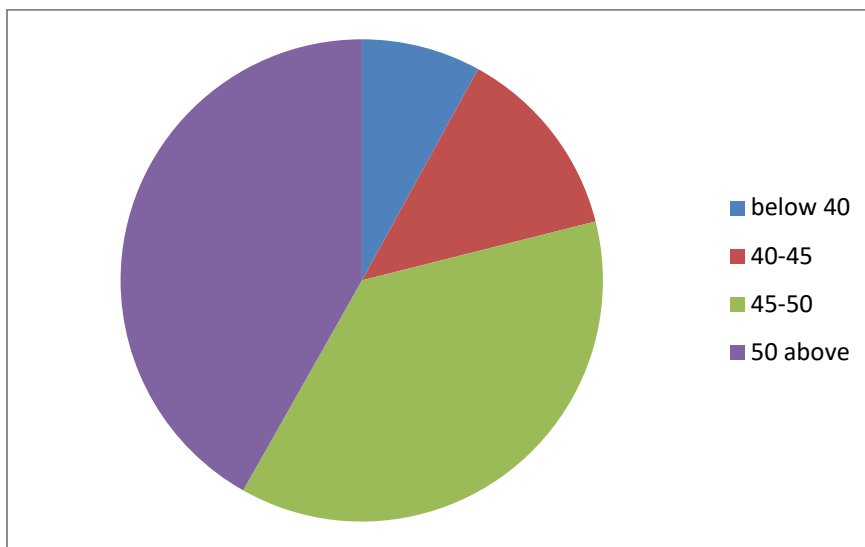


Figure 4.1

INFERENCE

Majority of the respondents are of the age of above 50 years. 37% of the respondents are of the age between 45-50 years and 13% are at the age between 40-45 and only 8% of the respondent's falls' under below 40 category. Most of them falls under above 50 category this is to overcome ageism and creating savings habit.

Table 4.2

Educational Qualification of the Respondents

Education category	No. of respondents	Percentage of respondents
Below matriculation	32	33
Matriculation	21	30
Under graduation	5	25
Graduate	2	12
Total	60	100

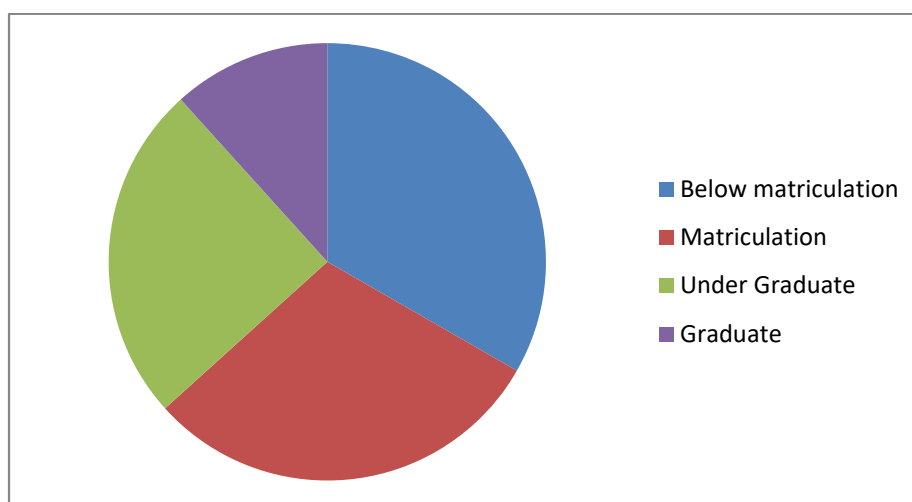


Figure 4.2

INFERENCE

The table 4.2 shows that majority of the members falls into matriculation category. Minority of the people falls under the category of graduates i.e. 12%, 30% of the people falls under the category of matriculation and 25% falls under the category of undergraduates. Most of the women falls under below matriculation, this is because they are willing to start their own business and become their own boss.

Table 4.3

Contribution of MSME towards Standard of living

Category	No. of respondents	Percentage of respondents
Significant Improvement	28	47
Moderate Improvement	20	33
No Improvement	10	17
Decline in Standard of living	2	3
Total	60	100

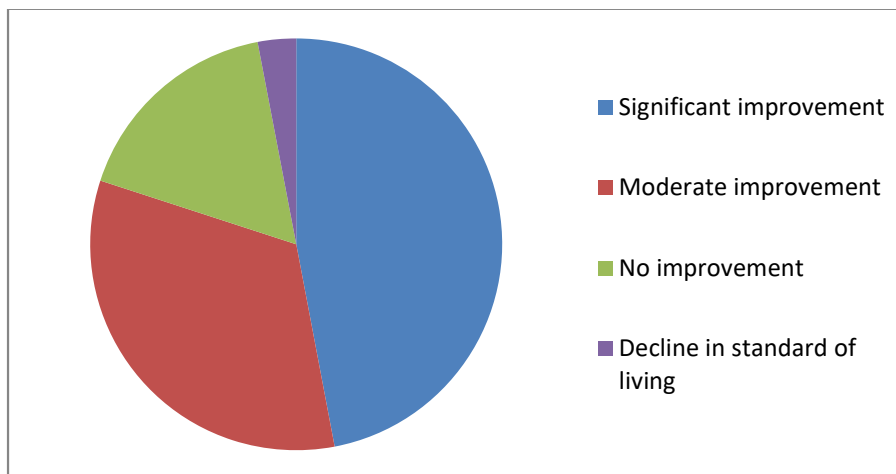


Figure 4.3

INFERENCE

Table 4.3 shows that 47% of the respondents have the opinion that their standard of living has increased after joining MSME, 33% of the respondents claim that there is only a moderate improvement in the standard of living and the rest doesn't improve their standard of living.

Table 4.4

Benefits of joining in MSME

Benefits	No. of respondents	Percentage of respondents
To develop savings habit	19	32
To meet unexpected demand for cash	23	38
To improve economic condition	7	12
Others	11	18
Total	60	100

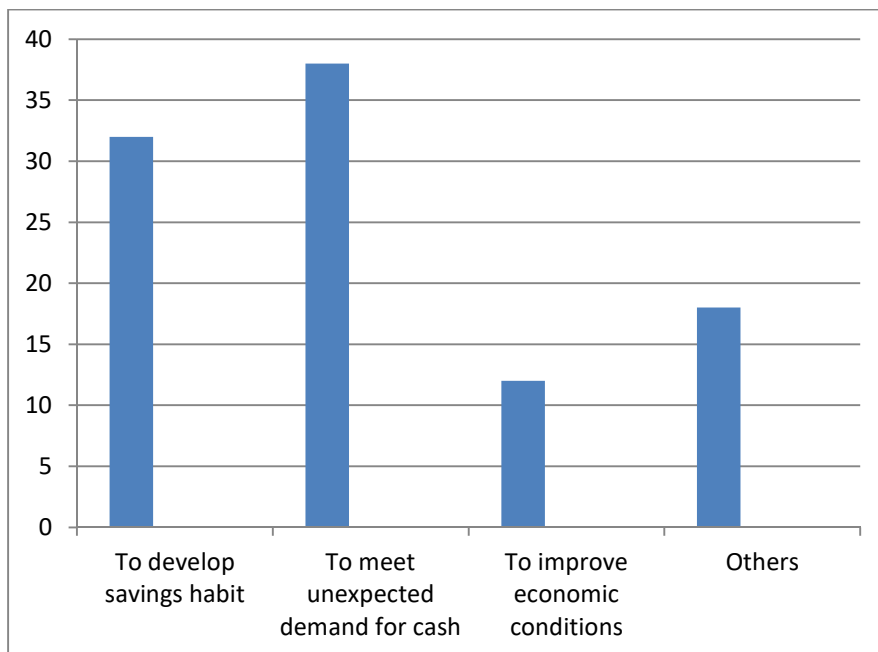


Figure 4.4

INFERENCE

Table 4.4 indicates that 38% of members join MSME to meet unexpected demand for cash, 32% to develop savings habit and 12% and 18 to improve economic conditions and other benefits. Most of the women entrepreneurs joined MSME for meeting unexpected demand for cash, so that they need not depend on others for meeting their needs and that of their family.

Table 4.5

Are they receiving Stable Income after joining MSME

Category	No. of respondents	Percentage of respondents
Yes	50	83
No	10	17
Total	60	100

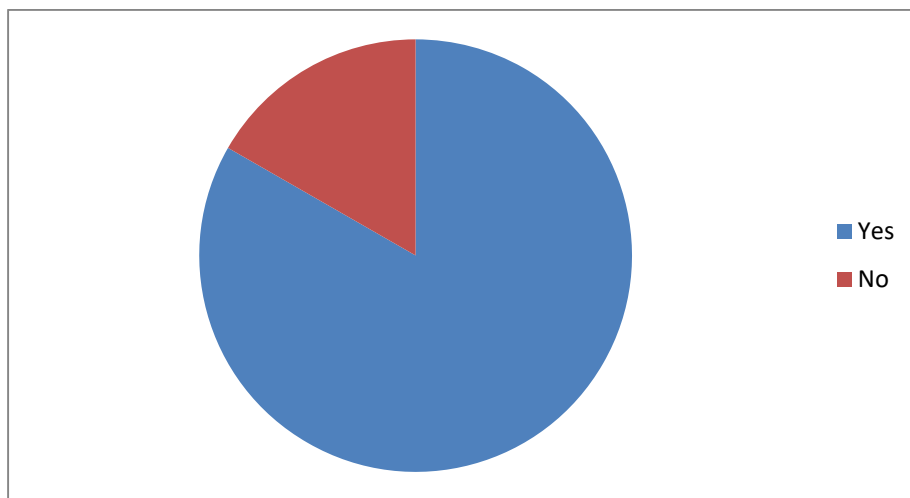


Figure 4.5

#### INFERENCE

The above category of table shows that 83% of members are getting stable income and 17% is not getting stable income. This is because they work more efficiently and effectively.

Table 4.6

Increase of Standard of living after joining MSME

Category	No. of respondents	Percentage of respondents
Yes	47	78
No	13	22
Total	60	100

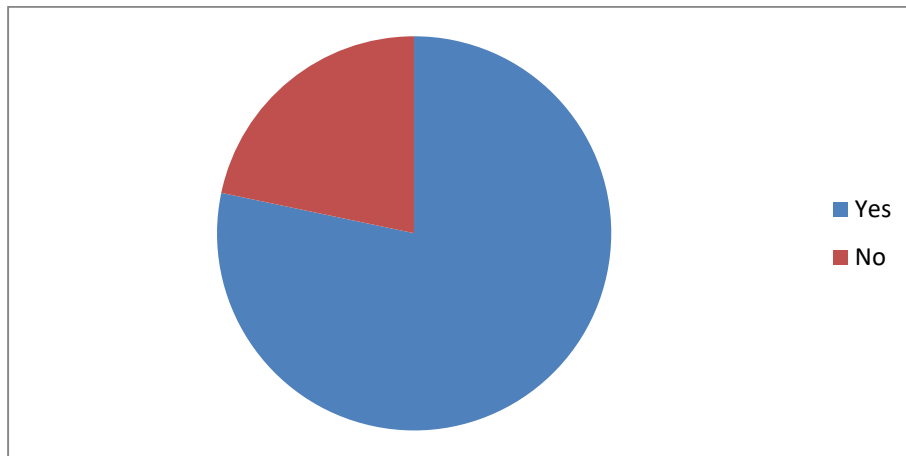


Figure 4.6

INFERENCE

The table 4.6 shows that 78% of the respondents has better standard of living after joining in MSME. And only 22% has an option that there standard of living has not increased. Most of women are getting fair income in order to improve their standard of living.

Table 4.7

Increase in the savings habit of respondents after joining MSME

Category	No. of respondents	Percentage of respondents
Yes	51	85
No	9	15
Total	60	100

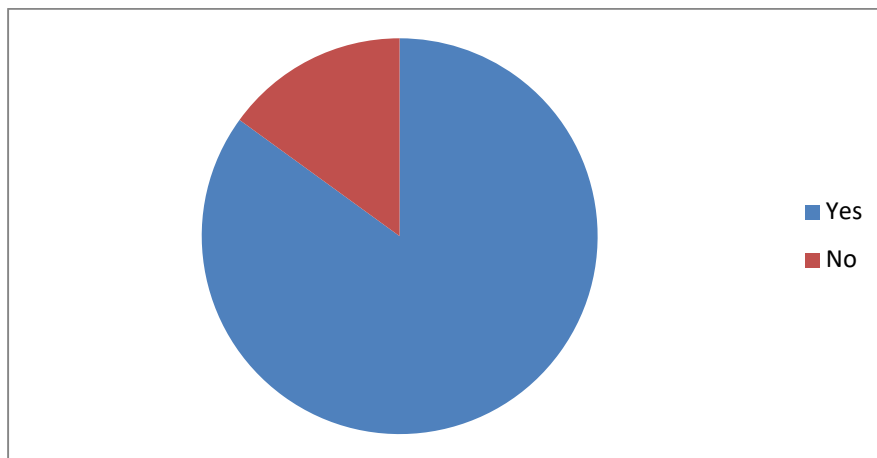


Figure 4.7

#### INFERENCE

Majority of the respondents have savings habit i.e. 85% and 15% of the respondents do not follow the practice of savings habit. Most of the respondents get fair wages which enables them to save the amount for future after present expenditure.



Table 4.8

Is Support of family Received

Category	No. of respondents	Percentage of respondents
Yes	47	78
No	13	22
Total	60	100

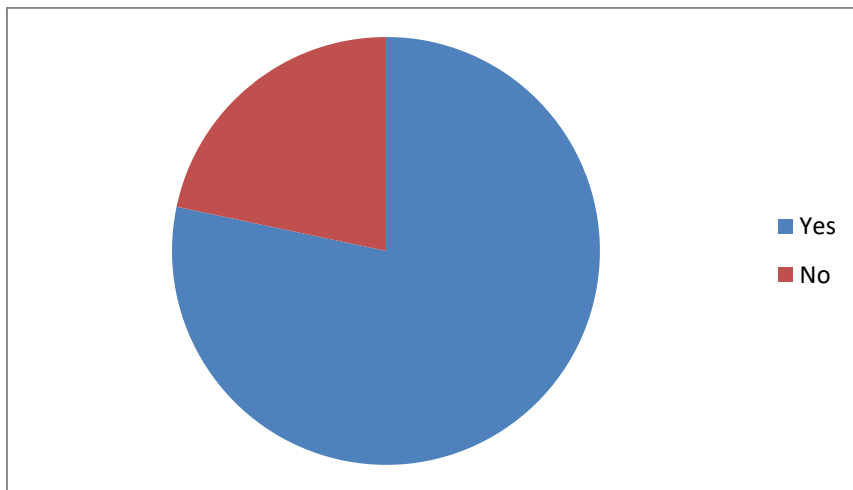


Figure 4.8

INFERENCE

The table 4.8 shows that about 78% of the respondents are getting support from family and about 22% of the respondents do not get any support from the family. Since majority of the women entrepreneurs get support from family they are able to work more efficiently and effectively.

Table 4.9

Instances faced by women entrepreneurs

Category	No. of respondents	Percentage of respondents
Mismanagement	8	13
Corruption	16	27
Lack of coordination	15	25
None	21	35
Total	60	100

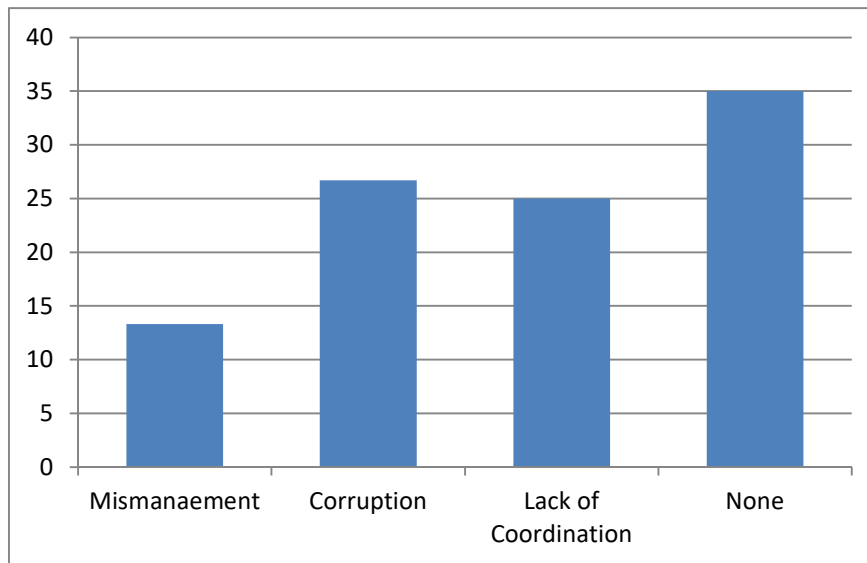


Figure 4.9

#### INFERENCE

Table 4.9 shows that 35% of the respondents had an option that there is no instances faced being a women entrepreneur. But 27% of instance faced by women entrepreneurs is corruption. 25% faces lack of coordination and 13% faced is mismanagement. Majority of the respondents doesn't face any instances because the society has been improved and women are getting equal opportunity to men.

Table 4.10

Bad experience being a women entrepreneur

Category	No. of respondents	Percentage of respondents
Yes	29	48
No	31	52
Total	60	100

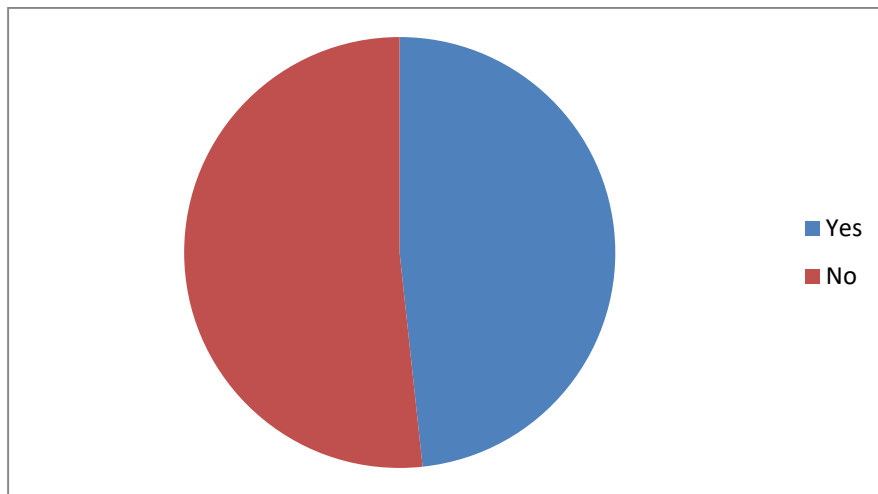


Figure 4.10

INFERENCE

From table 4.10 it is clear that 48% of the respondents had faced bad experience being an entrepreneur and 52% doesn't face any such bad experience.

Table 4.11

Competition among the other small scale enterprise

Category	No. of respondents	Percentage of respondents
Yes	52	87
No	8	13
Total	60	100

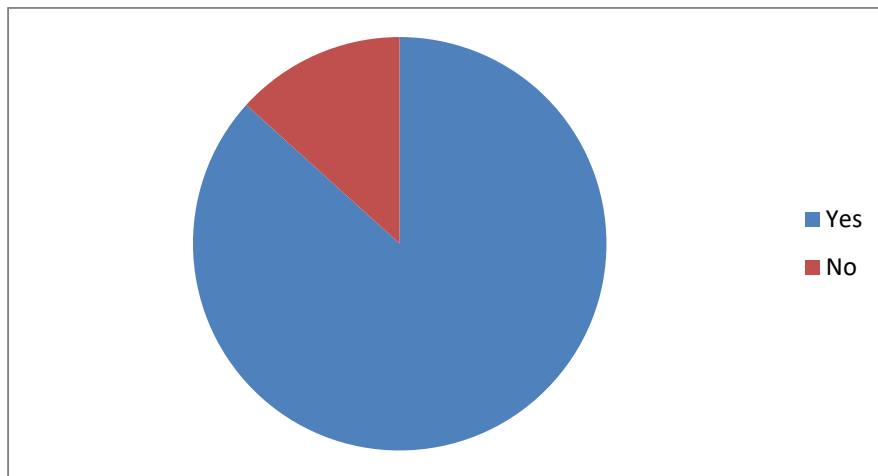


Figure 4.11

INFERENCE

The table 4.11 shows that 87% of the respondents had faced competition from small scale industries and the 13% of the respondents is of the opinion that they haven't faced any kind of such competition. Competition among the enterprise is necessary because it enables them to produce more and work more efficiently and effectively.

Table 4.12

Does the pandemic affect the working of Enterprise

Category	No. of respondents	Percentage of respondents
Yes	40	67
No	20	33
Total	60	100

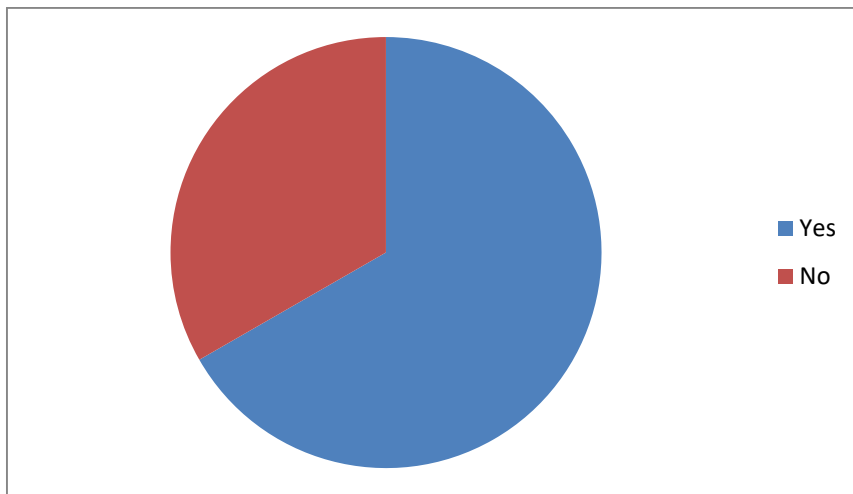


Figure 4.12

#### INFERENCE

The table 4.12 shows that 67% of the respondents have affected during the pandemic situation and rest 33% of the respondents is of the opinion that they haven't faced any problem during the pandemic.

Table 4.13

Encouragement to practice thrift and investment

Category	No. of respondents	Percentage of respondents
Strongly encouraged	25	42
Somewhat encouraged	18	30
Not very encouraged	7	12
Not at all encouraged	10	16
Total	60	100

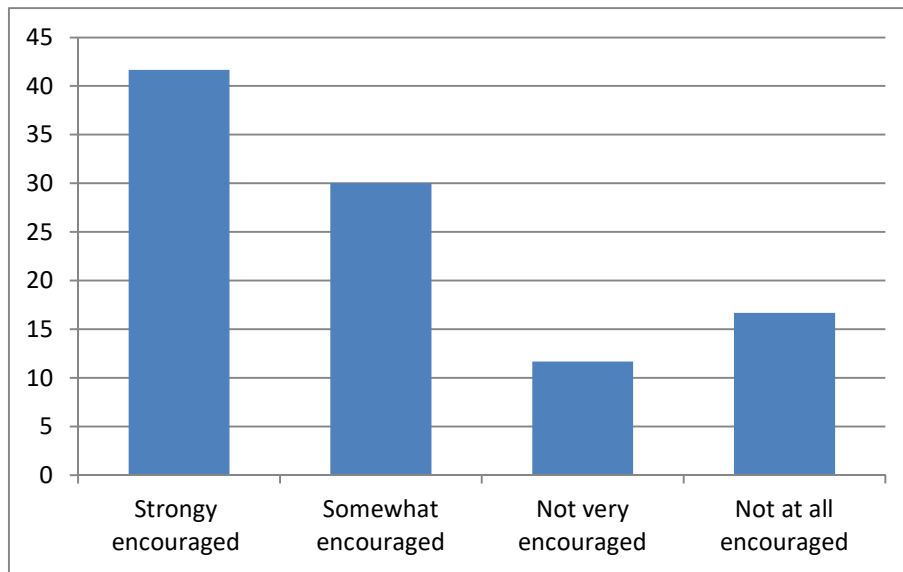


Figure 4.13

INFERENCE

From table 4.13 it is clear that 42% of the respondents are strongly encouraged to practice thrift and investment, 30% of the respondents are somewhat encouraged to practice thrift and investment, 12% are of the opinion that the practice of thrift and encouragement is not very encouraged and 16 of the respondents forms the opinion that the practice of thrift and investment is not at all encouraged.

Table 4.14

Obstacles faced by women entrepreneurs in thrift and investment

Category	No. of respondents	Percentage of respondents
Lack of access to financial resources	14	23
Lack of financial literacy	4	7
Social and cultural barriers	17	28
All of the above	25	42
Total	60	100

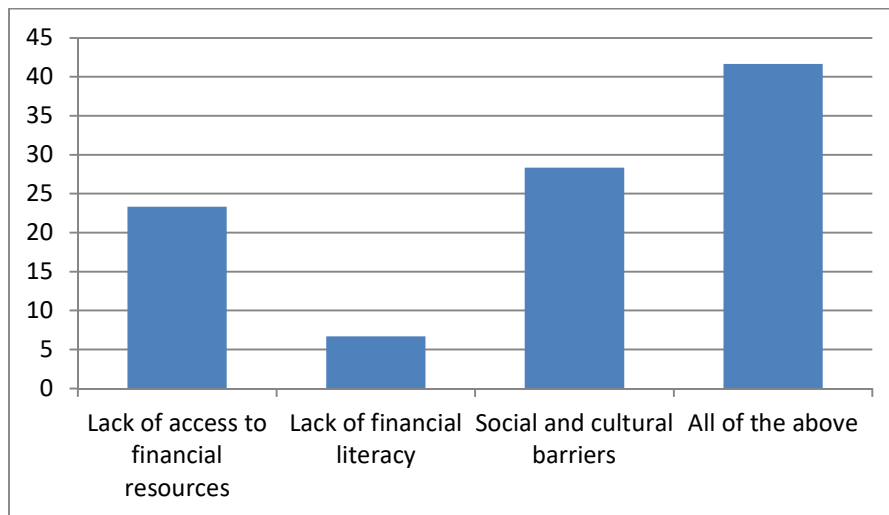


Figure 4.14

#### INFERENCE

The table 4.14 shows that 42% of the respondents had faced all the problems like lack of access to financial resources, lack of financial literacy and social and cultural barriers. 28% of the respondents had faced the problem of social and cultural barriers, 23% of the respondents had faced the problem of lack of financial resources and 7% of the respondents had faced the problem of lack of financial literacy.

Table 4.15

Measures to encourage thrift and investment

Category	No. of respondents	Percentage of respondents
Provision of financial education and resources	17	28
Creation of a supportive cultural and social environment	8	13
Government policies and initiatives	10	17
All of the above	25	42
Total	60	100

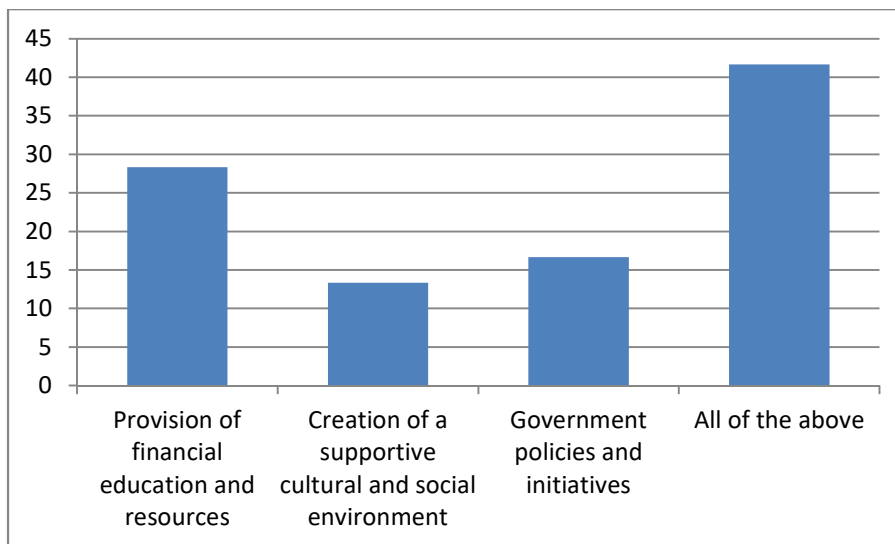


Figure 4.15

INFERENCE

42% of the respondents are of the opinion that all the above mentioned reasons are necessary for encouragement of thrift and investment. 28% of the respondents have the opinion that financial education and financial resources can encourage thrift and investment. 17% of the respondents have the opinion that Government policies and initiatives can encourage thrift and investment and 13% of the respondents have the balance option.



Table 4.16

Motivation for becoming women entrepreneur

Category	No. of respondents	Percentage of respondents
Personal fulfilment	18	30
To earn more income	26	43
Lack of job opportunities	12	20
To be my own boss	4	7
Total	60	100

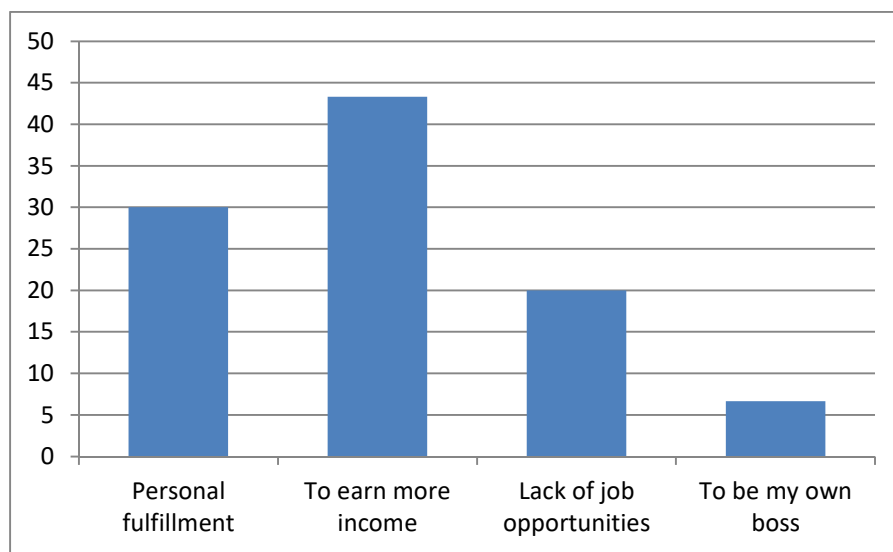


Figure 4.16

INFERENCE

The above table shows that 43% of the respondents become women entrepreneur to earn more income. 30% of the respondents started for personal fulfilment, 20% due to lack of job opportunities and the rest 7% for becoming their own boss.

Table 4.17

Changes in business environment to support growth of women entrepreneurs

Category	No. of respondents	Percentage of respondents
Access to finance	27	45
Access to education and training	10	17
Reducing of discrimination	10	17
Improved access to market	13	21
Total	60	100

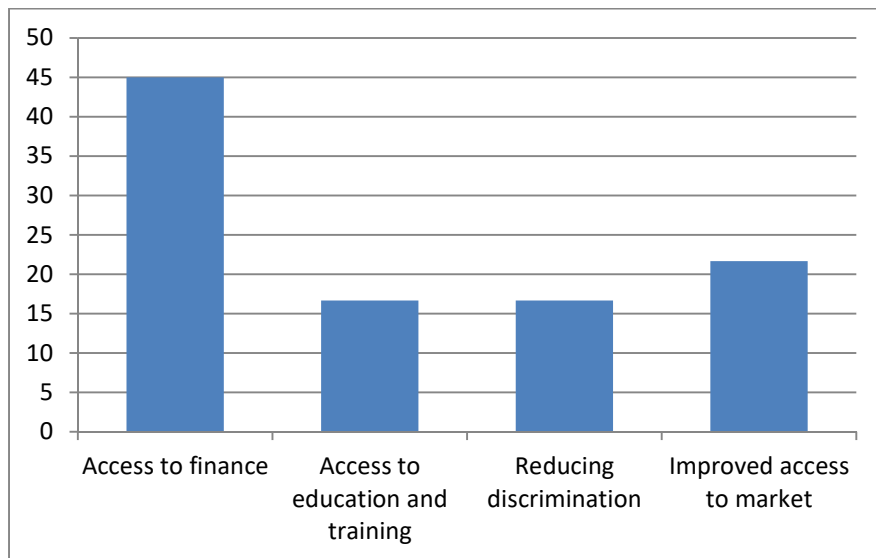


Figure 4.17

#### INFERENCE

From table 4.17 it is clear that 45% of the respondents are willing to access more finance, 21% are willing to avail market access, 17% of the respondents are focussing to get better education and training and 17% are willing for reducing the discrimination.

Table 4.18

Challenges faced for creating Employment Oppotunities

Category	No. of respondents	Percentage of respondents
Lack of qualified candidates	25	42
Gender bias in hiring	15	25
Lack of access to training	14	23
Other	6	10
Total	60	100

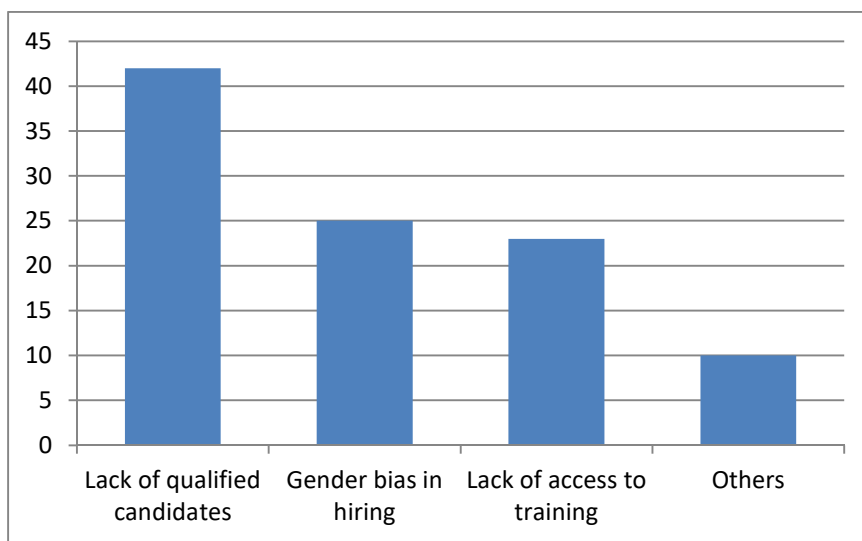


Figure 4.18

INFERENCE

From the table it is clear that 42% of the respondents have the opinion that unavailability of qualified candidate is the major challenge faced for creating employment opportunities. 25% have the opinion that gender bias in training is another factor, 23% have the opinion that lack of access in training is a factor and rest have other reasons.

Table 4.19

Does the Schemes are favourable for women and children in MSME

Category	No. of respondents	Percentage of respondents
Yes	55	92
No	5	8
Total	60	100

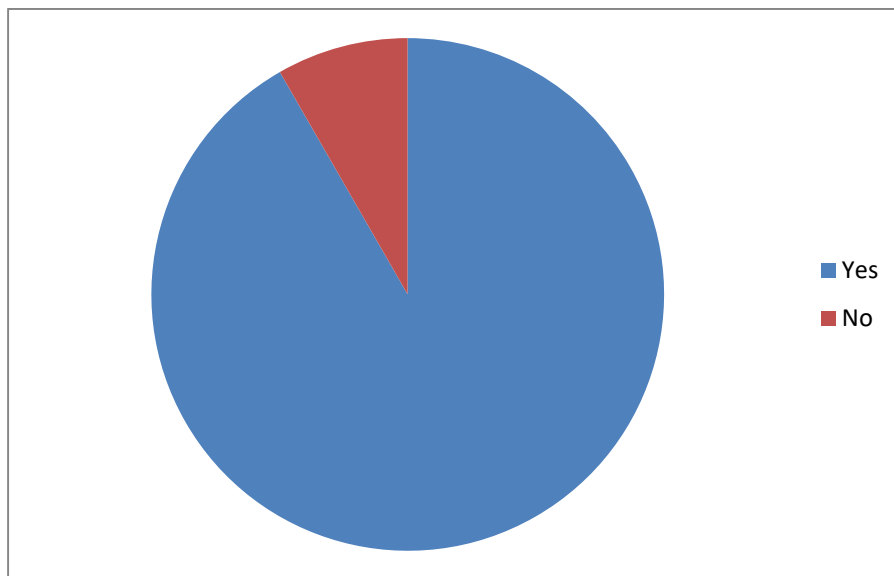


Figure 4.19

#### INFERENCE

Table 4.19 shows that 92% of the members are of the opinion that these schemes are favourable for the development of women and children and 8% of the respondents do not agree with it.

Table 4.20

Support for improving performance of women entrepreneurs in MSME in terms of income generation

Category	No. of respondents	Percentage of respondents
Financial support	26	43
Training and development	5	8
Marketing and promotional	25	42
Infrastructure support	4	7
Total	60	100

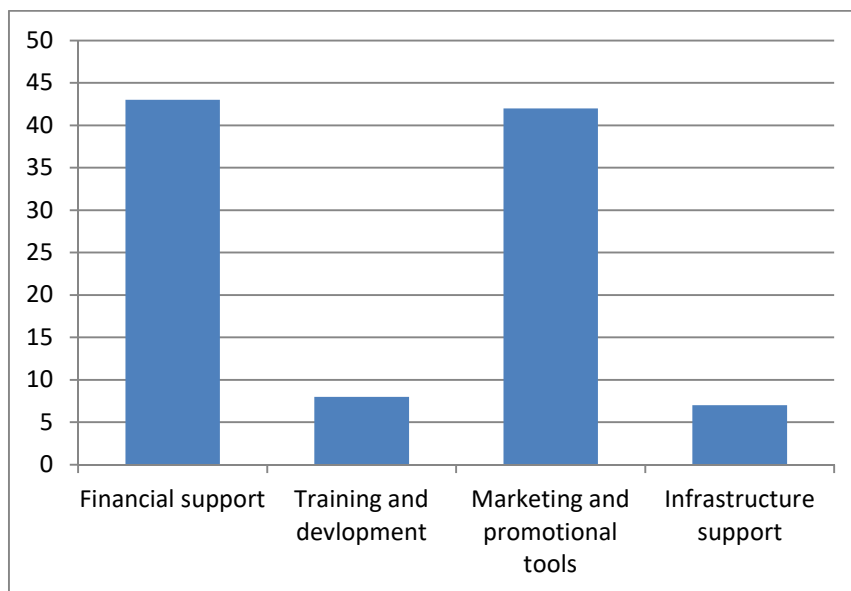


Figure 4.20

#### INFERENCE

From the table 4.20 it is clear that 43% of the respondents agree that financial support is the important factor required, second majority constitutes requirement of marketing and promotional tools i.e. 42%, 7% are of the opinion that training is required and rest have the opinion that infrastructure support is required.

**CHAPTER 5**  
**FINDINGS AND SUGGESTIONS**

## 5.1 FINDINGS

The efficiency of women entrepreneurs in Micro Small and Medium Enterprises of Thrikkakara unit is covered in this study. For the purpose of this study, 60 sample respondents were chosen. Questionnaires were used to gather the data. Quantifying and analysing the tools used to collect information include tables, percentages and pie charts. The following conclusions are drawn from an analysis:

1. Most of the respondents are above 50 years old, this is to overcome the factor of ageism and creating saving habit. Secondly, most of them falls under 45-50 category age range. Few of the women entrepreneurs are in 40-45 age group and just a very few of them falls under the age group of below 40
2. According to the survey, most of the members have less formal education, and second majority of members have been matriculated. A very less number of members have degrees and others are with less education.
3. Most of the respondents have the opinion that their standard of living increased after joining MSME because they get a stable income after joining.
4. Most of them have the opinion that they have joined MSME to fulfil unforeseen cash needs. Second majority constituted a savings habit and next category falls for fulfilling additional advantages and a very few women entrepreneurs joined MSME to strengthen the economy.
5. Most of the respondents are getting stable income and few of the people are of the opinion that they are not getting stable income.
6. Standard of living has increased for most of the respondents and a few majority of the respondent's claim that their standard of living has not yet increased.
7. Most of the respondents developed their savings habit and just a few of them can't develop savings habit.

8. Most of the women are getting support from their families because of which they work more efficiently and effectively and just a few are not getting support from their families.
9. Most of the respondents believe that they have never encountered problems with businesses. Second majority of the respondents face the problem of corruption. Few of the respondents face the problem of lack of co-ordination issues and poor management respectively.
10. Mostly women entrepreneurs had faced bad experience being an entrepreneur.
11. Most of the respondents is of the opinion that they had faced competition among other small scale enterprises, which made them to work more effectively and efficiently.
12. Most of the respondents had an opinion that the pandemic like corona, flood affected their enterprise experience.
13. A less number of the respondents are of the opinion that the practice of thrift and investment is not at all encouraged and a majority of the respondents are strongly encouraged to practice thrift and investment.
14. Most of the women entrepreneurs had faced all the problems like access to financial resources, lack of financial literacy and social and cultural barriers.
15. A major portion of the respondents are of the opinion that all the reasons such as provision of financial education and resources, creation of supportive cultural and social environment and Government policies are necessary for encouragement of thrift and investment.
16. A majority of the respondents become women entrepreneur and joined in MSME to earn more income.
17. Most of the respondents are willing to access for more finance and the rest are willing to avail market access, better education and training, reducing discrimination.



18. Mostly the respondents have the opinion that lack of qualified persons is the major challenge for generating employment opportunities, this is due to lack of education, training and development facility.
19. Majority of the schemes are favourable for women and children.
20. A majority of the respondents are of the opinion that financial support is the important factor that is required for improving the performance of women entrepreneurs in MSME in terms of income generation.

## 5.2 SUGGESTIONS

- They should hold workshops for members to learn more about the opportunities that women have today.
- Women entrepreneurs are encouraged to apply for Government assistance by being involved in these workshops, utilising Government sponsored aid programmes to boost their productivity and financial resources.
- To hone their entrepreneurial abilities, the Government encourages women entrepreneurs to take part in courses, conferences and business awareness campaigns.
- The finance facility should be made available to women entrepreneurs at low rate of interest.
- It is necessary to provide forums where aspiring women entrepreneurs may interact with successful ones, ask questions and learn from their experiences.
- Establishing certain laws and regulations is necessary for the empowerment of women.
- Women entrepreneurs can receive immediate assistance by using help desks, websites, and support forums.

- Promoting home-based enterprises to help women successfully balance their domestic and professional obligations.
- Attending skill training programmes, business talks and discussions with other women entrepreneurs helped to cultivate better entrepreneurship.

### 5.3 CONCLUSION

The effectiveness of women entrepreneurs in Micro Small and Medium Enterprise is examined in this study. The goal of MSME for women is to raise their standard of living, promote investment good living. The study finds that the majority of respondents are from the age beyond 50, with barely a handful in the below 40 age range. The majority of the women do not have matriculation. Most of them work for themselves. Several women joined enterprises in order to address the sudden need for money. This study shows that many members have accepted loans, and these loans are used to generate income. They consistently repay these loans. The majority of women entrepreneurs receive support from their families. Concluding that, Due to their typical lack of skills and lack of a network, women entrepreneurs in India struggle to organise and manage their companies. It's not that simple to go from being a homemaker to a business Women. The Indian Government has defined women with force supplied to women Entrepreneurs supports women's involvement in equality and employment of commercial enterprise. They must demonstrate a major impact on all areas of Indian economy.

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# **ANNEXURE**

# **QUESTIONNAIRE**

**A STUDY ON EFFECTIVENESS OF  
WOMEN ENTREPRENEURS IN MSME**

**A STUDY ON THRIKKAKARA - (ERNAKULAM)**

1. Name of the respondent

2. Age

- a) 35-40
- b) 40-45
- c) 45-50
- d) 50 Above

3. Educational level

- a) Below matriculation
- b) Matriculation
- c) Under graduation
- d) Graduation

4. How has your MSME contributed to the standard of living of your family?

- a) Significant improvement
- b) Moderate improvement
- c) No improvement
- d) Decline in standard of living

5. Benefit of joining MSME

- a) To develop saving habit
- b) To meet unexpected demand for cash
- c) Strong willing to improve economic condition
- d) Other

6. Are you getting stable income?

- a) Yes
- b) No

7. Does your standard of living increased after joining MSME

- a) Yes
- b) No

8. Do you think MSME help to develop savings habit?

- a) Yes
- b) No

9. Are you getting support from your family?

- a) Yes
- b) No

10. Are these faced in your MSME?

- a) Miss management
- b) Corruption
- c) Lack of co-ordination
- d) Others

11. Did you face any bad /emotional incident as a part of being an entrepreneur?

- a) Yes
- b) No

12. Did you face any competition with other small scale enterprise?

- a) Yes
- b) No

13. Does the crisis like corona, flood affected the working of enterprise

- a) Yes
- b) No

14. Are women entrepreneurs in MSMEs encouraged to practice thrift and invest in their business?

- a) Strongly encouraged
- b) Some what encouraged
- c) Not very encouraged

d) Not at all encouraged

15. What are the main obstacles faced by women entrepreneurs in MSMEs when it comes to practicing thrift and investment?

- a) Lack of access to financial resources
- b) Lack of financial literacy
- c) Social and cultural barriers
- d) All of above

16. What measures can be taken to encourage more women entrepreneurs in MSMEs to practice thrift and investment

- a) Provision of financial education and resource
- b) Creation of a supportive cultural and social environment
- c) Government policies and initiatives
- d) All of above

17. What motivated you to become a women entrepreneurs

- a) Personal fulfillment
- b) To earn more income
- c) Lack of job opportunities
- d) To be my own boss

18. What changes would you like to see in the business environment to support the growth of women entrepreneurs?

- a) Access to finance
- b) Access to education and training
- c) Reduction of discrimination
- d) Improved access to markets

19. What challenges have you faced in creating employment opportunities for women in your business?

- a) Lack of qualified candidates
- b) Gender bias in hiring
- c) Lack of access to training and development opportunities



d) Other

20. Do you think the schemes of MSME are favorable for the development of women and children?

a) Yes

b) No

21. What kind of support do you think would be most helpful in improving the performance of women-owned MSMEs in terms of income generation?

a) Financial support

b) Training and skill development

c) Marketing and promotional support

d) Infrastructure support