

A STUDY ON WOMEN ENTREPRENEURSHIP AND EMPLOYABILITY WITH REFERENCE TO ALUVA

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ERNAKULAM, KERALA

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DEPARTMENT OF B.COM FINANCE AND TAXATION

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CERTIFICATE

This is to certify that this dissertation entitled **A STUDY ON WOMEN ENTREPRENEURSHIP AND EMPLOYABILITY WITH REFERENCE TO ALUVA** is a record of original work done by **AJMAL ANSAR (210021074269)**, **ASWIN RAJ (210021074361)** and **KRISHNENDU SUDARSANAN (210021074307)** in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce-Finance and Taxation under the guidance of **Asst. Prof. JULIE .P.J** 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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DECLARATION

We AJMAL ANSAR, ASWIN RAJ and KRISHNENDU SUDARSANAN hereby declare that the project report titled “**A STUDY ON WOMEN ENTREPRENEURSHIP AND EMPLOYABILITY WITH REFERENCE TO ALUVA** ” is a Bonafide Record of work done by us under the guidance and supervision Asst. Prof. JULIE .P.J, 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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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Women entrepreneurs face a number of obstacles in their growth and development around the world, particularly in underdeveloped nations. Lack of easy access to finance and the ownership of land or other assets due to the fact that these women live in society where men dominate are major obstacles to the entrepreneurial path of women from developing countries. According to studies, the major obstacles to the growth of small and medium-sized businesses are a lack of access to credit and difficulties obtaining financing. The situation for women is significantly worse.

In general, it appears that women engage in income-generating activities on a far smaller scale than men. Such activities call for less money, which banks are hesitant to lend because the loans do not appear to be cost-effective. Furthermore, women entrepreneurs have less expertise managing and operating a business and may not have a history of taking out loans or repaying them, which makes the issue of financing worse. Women are even now kept aloof from participating in entrepreneurial activities. However, currently there is a growing recognition that development can be significantly accelerated if more and more women could be encouraged to become entrepreneurs. But the fact remains that woman as entrepreneurs need to be supported. Investment in women's entrepreneurship is an important way for countries to exponentially increase the impact of new venture creation. Ignoring the proven potential of women's entrepreneurial activity means that countries put themselves at a disadvantage and disuse an important opportunity tool for achieving economic growth. For this reason, finding ways to empower women's participation and success in entrepreneurship is critical for ensuring sustained and successful economic development in all countries. Realizing this fact Kerala, a state located in the south western region of India also provides various schemes by the Central and State Governments for the support of women entrepreneurs.

In the largely male-dominated commercial world, women entrepreneurs have demonstrated their strength by exploring the possibilities of launching an innovative business, taking calculated risks, introducing novel ideas, coordinating the management and control of the business, and exercising effective leadership in every aspect of the business. In India, the rise of female entrepreneurs and their impact on the economy are clearly apparent. Women are now conscious of their rights, existence, and working conditions. The process of women starting their own business involves them gathering all necessary resources, taking calculated risks, overcoming obstacles, hiring others, and managing the business on their own. Historically, Indian society has been marked by traditional gender roles, which have often constrained women's participation in the workforce. However, the winds of change have swept through the nation, resulting in an increasing number of women participating in entrepreneurial ventures, from small-scale businesses to tech startups. This shift signifies a significant turning point in India's socio-economic landscape, where women are not only contributors to the nation's GDP but also agents of change in their communities.

1.2 SIGNIFICANCE OF STUDY

The goal of the project is to investigate how women's employability and entrepreneurial talents can be enhanced by technologies. It should come as no surprise that the labour market places a high value on developing digital skills given the current digitization of all industries. Therefore, in order to end poverty and increase employability, more women must learn how to use technology to run their own private businesses. In order to increase employability, the report makes recommendations to the public and private sectors regarding gender equality, technological inclusion, and women entrepreneurs.

1.3 STATEMENT OF PROBLEM

The increasing presence of women as entrepreneurs has led to significant business and economic growth in the country. Women-owned business enterprises are playing a prominent role in society by generating employment opportunities in the country, bringing in demographic shifts and inspiring the next generation of women founders. Despite the policies and measures to promote gender equality, men still dominate India's entrepreneurial ecosystem.

1.4 OBJECTIVES

1. To find out about entrepreneurship and employment opportunities among women.
2. To find out about the various available finance options for women entrepreneurs
3. To identify and address skill gaps that may hinder women from pursuing entrepreneurship
4. To find out the effect of governmental aids and policies in generating employability

1.5 RESEARCH METHODOLOGY

1.4.1 Data Collection

The data is collected from both primary and secondary sources.

1.4.2 Primary Data

The source of primary data is through questionnaire.

1.4.3 Secondary Data

The secondary data were collected from books, journals, websites and other published sources.

1.4.4 Sample Design

A structured questionnaire was developed and given to women who participate in entrepreneurship and employment.

1.4.5 Sample Population

The population of the study is women in Aluva municipality.

1.4.6 Sample Size

The sample size of the study is 40.

1.4.7 Sampling Technique

Convenient sampling is used for collecting data in this study.

1.4.8 Tool For Analysis

Major tools used in the analysis process are simple percentage, graphs and charts for interpreting the data collected.

CHAPTER 2
REVIEW OF LITRATURE

1. Alao A, Brink R, Chigona W & Lwoga E. T (2022). Presented a paper on Computer Technologies for Promoting Women Entrepreneurship Skills Capability and Improved Employability. In Digital Transformation for Sustainability: ICT-supported Environmental Socio-economic Development. They studied that a high unemployment rate has been attributed to the underrepresentation of women in leadership roles in the workforce. In particular, women are less likely to participate in the benefits of entrepreneurship or enhance their employability because they lack digital skills. The purpose of this study is to investigate how women's employability and entrepreneurial talents can be enhanced by technologies. It should come as no surprise that the labor market places a high value on developing digital skills given the current digitization of all industries.

2. Al-Tahitah, Al-Awlaqi, M. A Habtoor, N.Thabet, S. S. Abdulrab M. & Ibrahim I. (2023). Employability characteristics and their impact on social impact: An exploratory study on women's small social enterprises. This study aims to investigate and comprehend the hiring practices of female social entrepreneurs and how these practices may influence their social effect. There are two goals for this investigation. The first is examining the employability traits that women entrepreneurs find most appealing in employees. Examining the connection between employability traits and the social impact of social companies was the second goal. The results of this study were obtained using an exploratory quantitative paradigm.

3. Srinivasaragavan S & Gayathri S, Perception and use of Ict enabled entrepreneurs and employability opportunities for rural women empowerment: a survey. In they examined Women's empowerment, particularly in rural and semi-rural areas, opens up more chances for their families and the nation as a whole. ICT has become a platform for empowering women, especially those from disadvantaged backgrounds. The purpose of this research paper is to examine women's employability and entrepreneurial awareness as well as the use of applications and schemes that support these topics. Numerous pertinent research variables on women's empowerment and ICT-enabled capabilities, as well as the IT businesses' Employability site and its awareness among rural women, have been examined.

4. Raghunandan V. (2018) presented a paper on Changing equations: Empowerment, entrepreneurship and the welfare of women. Journal of International Women's Studies 19(3), 187-198. All societies share the practice of suppressing women, however to varying degrees and to different extents. Not because women cannot fill the roles that males have traditionally filled in society, but rather because of the systematic and deliberate oppression of the female sex, many women feel inferior to men and weaker than they are. This view has been significantly altered by the feminism wave and women's liberation movements. This study aims to highlight the significance of women's empowerment for economies, as well as for their personal welfare and ultimate emancipation.

5. Shivangi Singh, Rajesh Kumar Pandey. A study on status & prospects of women employment in Indian context Advance and Innovative Research (2019). Conducted a study on Enhancement of women's participation in economic activities is essential not only for achieving social & economic development but it significantly builds the base for the human development in the Nation.

6. Vembly Colaco, V.Hans. Women Entrepreneurship in India—Changes and Challenges SJOM (2018). In their research found out that Traditional cultural perception perceived the roles of women to be confined within the four walls of the house, but in modern times, with economic reforms there is a transitional trend that is observed in terms of women's participation in economic growth and women participation in business entities has been remarkable. India being termed as the second largest startup ecosystem in the world is expected to grow at around 10-12 percent.

7. Varuna Agarwala, Sudarshan Maity, Tarak Nath Sahu, Female entrepreneurship, employability and empowerment: impact of the mudra loan scheme. Journal of Developmental Entrepreneurship (2022). Presented a paper on Improved access to credit influences socio-economic growth. Accordingly, financial support schemes have been used widely as a development tool to help underserved individuals grow and elevate themselves out of poverty. Uplifting women, who are subject to unfair treatment because of gender biases, have been a major target of these programs

8. Datta P. B & Gailey R. (2012) studied a paper on Empowering women through social entrepreneurship: Case study of a women's cooperative in India. Entrepreneurship theory and Practice .Women's cooperatives offer self-employment options that can contribute to women's social inclusion and empowerment. Two main topics of interest were evaluated through the use of a case study analysis: (1) components of empowerment incorporated in the venture's business strategy and (2) individual perceptions of empowerment. Sister members' personal narratives demonstrate how this group entrepreneurship has empowered them in three areas: more contributions to the family, growth of entrepreneurial behaviour, and financial security.

9. Rakesh Kumar Gautam, K Mishra. Study on rural women entrepreneurship in India: Issues and Challenges, International Journal of Applied Research (2016). Conducted a study on how Now days, women are becoming socially and economically empowered through generating their own business. A woman entrepreneur plays an important role in India to the wake of globalization and economic liberalization.

10. Koneru K. (2017) presented a paper on Women entrepreneurship in India-problems and prospects. The study showed that India is home to numerous great legends who achieved global fame as a result of their labour, intellectual prowess, and high level of talent. Indian youth are extremely gifted, highly skilful , and full of original ideas. However, they are denied the chance because of a lack of reliable support and appropriate direction. Thus, on January 16, 2016, the BJP government unveiled the "START UP INDIA STAND UP INDIA" program to support Indian youth in leveraging their fresh and creative ideas to move the country in the correct direction. This program was introduced to inspire and encourage newcomers to engage in business, advance their careers, and strengthen the national economy. This initiative is a great first step in enabling startups to leverage their creative ideas by providing financial support.

11. Tiwari N. (2017). Women entrepreneurship in India: Amity Journal of Entrepreneurship. This study seeks to understand the concept, profile, and dynamics of women entrepreneurship in India. The aim of the study is to analyse the prevalence of female entrepreneurship in India. The study has revealed the presence of diverse range of female entrepreneurs in India. These entrepreneurs come from a variety of age groups and demographic backgrounds. They face various gender-specific and gender-neutral challenges during the process of setting up and running their businesses. Women entrepreneurship is still relatively low in India, with the majority of women entrepreneurs being found in the state of Tamil Nadu. There is a pressing need to understand the policy imperatives and interventions that can create a more conducive environment for women entrepreneurs.

12. Kiran C. N. R & Varghese L. (2023). A Study on Women Entrepreneurs in Startup India: Challenges And Opportunities. The study's objectives include understanding the concept of startups and their benefits for entrepreneurship, learning about the challenges and issues that young people faced when establishing their enterprises, and evaluating the ability of female entrepreneurs to launch their own companies. It is now widely acknowledged that youth unemployment is one of the most significant socioeconomic issues that could one day become a worldwide issue. Entrepreneurship is being researched together with other strategies for expanding work opportunities.

13. Bhargava S & Rana R (2023). Understanding the motivating factors for women entrepreneurs: empirical insights from Indian micro enterprises. International Journal of Entrepreneurship and Small Business, In this study, women microbusiness owners in an urban environment in India are examined in relation to their socio-demographic traits, difficulties they face, and motivations that inspired them to launch their companies. A survey of 284 women entrepreneurs operating micro enterprises with the goal of gaining deep insights into the current conditions, motivations and challenges facing. The respondents were questioned about their family structure, the money they had invested, and what inspired them to establish their own firm. The findings made clear the economic, societal, and emotional motivations for their decision to launch a firm.

14. Kumar, Ashutosh and Rakhin, Jasheena, Kudumbashree: Promoting the Self-Help Group Model of Empowerment Through Women Entrepreneurship in Kerala (2016). This research study was conducted among the female entrepreneurs those who are actively participating in Kudumbashree mission in Kerala. The aim of this paper was to explore the activities and influence of Kudumbashree and the way it stimulates women empowerment, as well as female entrepreneurship. The mission has set as self-help groups (SHG) model of women empowerment to encouraging the wide range of female entrepreneurial activities. Now Kudumbashree became one of the largest women's movements in Asia.

15. Minimol M C (2020). "Women entrepreneurship in Coastal Kerala: Role of self help groups in developing a sustainable community. The study was intended to examine the role of SHGs in promoting sustainable entrepreneurial competencies among members and to check whether the entrepreneurial competencies among women micro entrepreneurs can be discriminated based on their membership status in SHGs. The study investigated the opinion of SHG members and non-members in order to understand the cognitive part of entrepreneurial competencies among women micro entrepreneurs in coastal Kerala. The field data collected were supplemented with focus group interactions. Discriminant Analysis was performed to identify whether the status of membership in SHGs is a good predictor of their entrepreneurial competency. The results reveal that the prediction model is statistically significant, and that the status of membership in SHGs is capable of predicting the outcome variable.

CHAPTER 3
THEORITICAL FRAME WORK

3.1 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, political economists believe that a successful entrepreneur must possess the attributes of leadership, management and teamwork.

3.2 MEANING

About half of all people on Earth are women, including those living in India. They are thought of as the superior segment of society. There existed a division in traditional Indian society between the job of men and women, especially those women who were responsible for the family. It limited women's employment opportunities even as society changed and new philosophies emerged. Nowadays, women and men have equal standing and make equal contributions to the expansion of the economy. The following statistics show how women are doing in the field of entrepreneurship: in the United States and Canada, women own one-third of small businesses. Women comprise forty per cent of the labour force in Asian nations. Women outweigh men in China by a minimum of times. Women want and want to enter and excel in all sectors at the same level as men when it comes to founding businesses.

3.3 WOMEN ENTREPRENEURSHIP

Approximately 50% of the global population is comprised of women, and this is also the case in India. Women were restricted to the four walls of their homes in traditional society, where they took care of household chores. In contemporary cultures, women have demonstrated exceptional performance in several domains such as education, politics, administration, social work, and so forth. Currently, they are venturing into the industry and managing their businesses with remarkable accomplishment. Women who start, organize, and manage a business enterprise are referred to as women entrepreneurs. Schumpeter defines women entrepreneurs as individuals who create, start, or take up a business endeavour. The definition of women entrepreneurs by the Indian government is based on their involvement in the employment and equity of business companies. Therefore, an enterprise owned and controlled by women with a minimum financial interest of 51% of the capital and that provides at least 51% of the employment produced in the enterprise to women is considered to be owned and controlled by women entrepreneurs. Women entrepreneurs are individuals who have the idea for a business, launch it, arrange and combine the necessary resources, run the company, take on risks, and deal with the financial uncertainty that comes with starting one off.

3.4 ROLE OF WOMEN ENTREPRENEURSHIP

A woman entrepreneur does a variety of tasks, some of which include:-

1. Coming up with fresh business concepts.
2. Investigating the possibilities of launching a new business.
3. Taking opportunities and handling economic problems.
4. Employment generation.
5. Showcasing innovative ideas and technologies.
6. Assist in family income.
7. General economic expansion.
8. Sustainable regional development.

3.5 OPPORTUNITY FOR WOMEN IN SEMI-URBAN AREAS

Semi-urban women are motivated to take on initiatives with affordable investment, limited technical know-how, and a guaranteed market because of their socioeconomic, cultural, and educational backgrounds. These ventures have benefits for them as:-

1. Manufacturing of powder, detergents, liquid soaps, etc.
2. Office products such as ink pads and cushion pads.
3. Shipping set up, quick-to-eat items including pappads, pickles, and spices, etc.
4. Community kitchen and communication services.
5. Various kinds of coaching and training courses.
6. Child care institutions and child cultural organizations.
7. Nursery classes.
8. Production of textiles and leather goods.

3.6 OPPORTUNITIES FOR WOMEN IN RURAL AREAS

The government has placed a great deal of emphasis on agro-based products in the most recent industrial policy, even though they only account for one to two per cent of India's annual processed fruit and vegetable production. This demonstrates the enormous potential of the food, fruit, and vegetable processing sector.

3.7 DEVELOPMENT OF WOMEN ENTREPRENEURSHIP

Integration of women in development was the primary focus of a particular section in the seventh five-year plan. In this context, the suggested approach:-

1. To concentrate on particular women in all development programs target groups.
2. To effectively diversify employment technologies, tools, and procedures in order to meet diverse requirements and improve their productivity while decreasing drudgery.
3. In order to assist with marketing at the state level.
4. To boost the involvement of women in decision-making. The government of India's new industrial policy focuses a strong emphasis on the need to run unique entrepreneurship initiatives to help women launch small-scale companies. The strategy also states that women should be represented in the sector of small business growth in order to improve their standing in the social and economic spheres.

The following are a few labour rules that entrepreneurs should be aware of:

1. Women compensation – 1923.
2. Trades Union Act – 1926.
3. Payment Of Wages Act – 1936.
4. Industrial Disputes Act – 1947.
5. Minimum Wages Act – 1948.
6. Factories Act -1948.
7. Employment Provident Fund And Family pension Fund Act -1952.
8. Employees State Insurance Act -1952.
9. Payment Of Bonus Act – 1965.
10. Payment of Gratuity Act -1972.

3.8 FUNCTIONS OF WOMEN ENTREPRENEUR

A female entrepreneur is required to carry out all activities involved in starting a business. These functions include coming up with ideas, verifying them, identifying the goals, planning and analysing projects, selecting company organization structures, executing promotional procedures, obtaining personnel, equipment, and supplies, and running a business.

Frederick Harbison claims that, similar to a male entrepreneur, a woman has Five functions that are:-

1. Evaluating the possibility of establishing a new business.
2. Taking on risks and managing the financial uncertainty present in the business.
3. Introducing new ideas or copying existing concepts.
4. Organizing oversight and management.
5. Oversight and applying leadership in all aspects of the business.

3.9 OUTSTANDING LEADERSHIP QUALITIES OF WOMEN ENTREPRENEUR

To be successful entrepreneur the women entrepreneurs should possess the following leadership qualities:-

1. Willingness to face challenges.
2. Efforts to achieve the objectives.
3. Aspiration to reach high levels.
4. Intelligence.
5. Patience.
6. Optimism.
7. Skill in learning new things.
8. Desire to acquire new knowledge and apply of it.
9. Mercy full approach.
10. Power to understand uncertainty.
11. Desire to guide and lead others.
12. Power to resist criticism.

3.10 WOMEN ENTREPRENEURSHIP IN KERALA: AN OVERVIEW

Around the world, entrepreneurship has emerged as a powerful tool for social and economic progress. Interest in women's roles in entrepreneurship has grown significantly in recent years due to the possibility that their participation in business endeavours may foster inclusive and sustainable economic success. Kerala, a southern Indian state known for its high literacy rate and progressive social indices, has seen a particularly noteworthy increase in the number of female entrepreneurs. It's the state with the largest ratio of female to male population. But when it comes to creative enterprises, Kerala still lags behind neighbouring states. Kerala government has started several programs aimed at encouraging female business owners. Unwarranted fear, a lack of drive, family support is some of the barriers that prevent women from embarking on the entrepreneurial journey.

Kerala, which is commonly referred to as "God's own country," has a long history of empowering women and promoting gender equality. The notable advancements made by the state in the fields of education and healthcare have been instrumental in creating an atmosphere that encourages women to engage in a variety of fields, including entrepreneurship. Kerala has seen a significant rise in the number of women pursuing entrepreneurial endeavours throughout the course of the year, with a focus on industries including technology, hospitality, retail, health care, and social entrepreneurship.

Kerala has seen tremendous success with a large number of female entrepreneurs running micro, small, and medium-sized businesses. Kerala's balanced industrial development depends heavily on micro and small businesses. Using the resources of the state raises the value of goods and services and creates job opportunities.

Kerala's industry minister published the statistics on the number of new female entrepreneurs, stating that the state's economic condition has encouraged women to begin their own firm. Women entrepreneurs have launched as many as 35,000 new companies over the past eight months the business community in Kerala has been witnessing a growing amount of women's active involvement. Today's women are fighting for equal treatment, equal opportunities for competition, and equality in the workplace. Many women create their own empires and hold themselves to high standards.

3.11 WOMEN ENTREPRENEURSHIP IN ALUVA

The majority of Kerala's female entrepreneurs come from the Aluva as compared to other states. Through social networking, even students are engaging in the business world and creating innovative business concepts. The majority of women launch their businesses from their homes. For many women in the Ernakulum region, this serves as one of their main sources of income. The government launches a number of initiatives and regulations to assist female business owners. Aspiring to become financially independent and meet their own needs, women entrepreneurs take on challenging responsibilities.

3.12 HISTORY OF ENTREPRENEURSHIP IN ALUVA, KERALA

The history of women entrepreneurship in Aluva, Kerala, reflects a transformative journey from traditional societal roles to a dynamic era of economic empowerment. Over the years, women in this region have overcome cultural norms and barriers to establish themselves as successful entrepreneurs. This essay explores the historical evolution of women entrepreneurship in Aluva, shedding light on key factors that have contributed to this remarkable transformation. Traditionally, Kerala, known for its rich cultural heritage, has adhered to conventional gender roles. Women were primarily assigned domestic responsibilities, and entrepreneurship was largely perceived as a male-dominated sphere. However, societal changes, coupled with educational advancements, initiated a paradigm shift.

One pivotal factor in the rise of women entrepreneurship in Aluva has been the increased focus on female education. The state's commitment to education has empowered women with the knowledge and skills required to break free from traditional constraints. As literacy rates rose, women gained confidence to venture into diverse entrepreneurial ventures. Aluva, as a major economic hub in Kerala, has witnessed significant changes in its socioeconomic landscape. Urbanization and economic diversification have opened up new avenues for entrepreneurial activities. Women have seized these opportunities, contributing to the region's economic growth in various sectors, including IT, healthcare, tourism, and traditional industries. Government initiatives have played a pivotal role in supporting and encouraging women entrepreneurs. Policies offering financial aid, training programs, and creating a conducive business environment have facilitated the entry and sustainability of women-led businesses. These initiatives have acted as catalysts for the growth of women entrepreneurship in Aluva.

The history of women entrepreneurship in Aluva is marked by inspiring success stories. Visionary women who defied societal norms and ventured into business have become trailblazers. Their stories serve as beacons of inspiration, demonstrating that with determination and resilience, women can overcome challenges and thrive in the entrepreneurial landscape. The development of robust networking and support systems has been instrumental in fostering women entrepreneurship in Aluva. Business networks, mentorship programs, and women-centric organizations provide platforms for collaboration, skill enhancement, and mutual support. These networks have created a sense of community, empowering women to navigate the challenges of entrepreneurship.

While the journey of women entrepreneurship in Aluva has been remarkable, challenges persist. Gender stereotypes, access to finance, and work-life balance issues continue to be obstacles. However, the on-going commitment to gender equality, coupled with evolving societal attitudes, suggests a promising future for women entrepreneurs in Aluva. The history of women entrepreneurship in Aluva, Kerala, is a testament to the resilience, determination, and capabilities of women who have defied societal norms to contribute significantly to the region's economic landscape. As Aluva continues to evolve, the empowerment of women entrepreneurs stands as a beacon of progress, inspiring future generations to break barriers and shape their destinies in the entrepreneurial world.

3.13 PROFILE OF WOMEN ENTREPRENEURS IN ALUVA

1. Industry Diversity:

Aluva, being a major commercial and industrial hub in Kerala, may have women entrepreneurs engaged in various industries such as information technology, tourism, healthcare, education, and traditional sectors like textiles and handicrafts.

2. Education and Skill Sets:

The educational background of women entrepreneurs in Aluva might vary, with some having degrees in business management, technology, or specific industry-related fields. Skills in areas like communication, leadership, and networking may play a crucial role in their success.

3. Local Culture and Traditions:

The cultural and traditional aspects of Kerala may influence the types of businesses women entrepreneurs are involved in. For instance, there might be entrepreneurs engaged in promoting traditional arts, crafts, and cuisine.

4. Government Initiatives:

Government initiatives and policies aimed at promoting women entrepreneurship can also shape the profiles of women entrepreneurs. This may include financial support, training programs, and other forms of assistance.

5. Networking and Support Groups:

Participation in local business networks and support groups may be a common practice among women entrepreneurs in Aluva. These networks provide opportunities for collaboration, mentorship, and sharing of experiences.

6. Challenges and Opportunities:

Women entrepreneurs in Aluva, like elsewhere, may face unique challenges such as balancing work and family responsibilities, access to funding, and breaking through gender stereotypes. At the same time, there are likely opportunities arising from the growing economy and a supportive ecosystem.

3.14 WOMEN ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES IN KERALA

1. WE Mission Kerala

Under the umbrella programme Women Entrepreneurship-Mission (WE Mission), KSIDC provides infrastructure facilities and financial assistance to women entrepreneurs with the goal of promoting entrepreneurship among women in the state and supporting them along the way. A women apparel park called WE space has been established by Kerala State Industrial Development Corporate Ltd (KSIDC) at INKEL tower II in Angamaly. The facility is made available to export-oriented businesses supported by female entrepreneurs in apparel manufacturing and related industries. Under the WE mission programme, ventures led by women entrepreneurs can receive financial support of up to Rs.25 lakh for expanding their business.

The services provided by WE mission are as follows:

1. Financial assistance.
2. Mentoring support for women.
3. Arranging necessary infrastructure.
4. Collaborating business ventures.
5. Networking business.
6. Exposure visit to successful women enterprise.
7. Quality of life.
8. Ease of doing business.

KSIDC was established in 1961; its main goals are to support, assist and finance big and medium sized business as well as to jumpstart the construction of the societal and physical infrastructure needed for the state's industrial development.

2. Kerala State Women Development Corporation

This platform's goal is to increase opportunities for women in the state. For the advancement of women in Kerala, the KSWDC established in 1988, they support them in overcoming life obstacles. This portal offers financial assistance to business owners via many programmes and loans.

3.15 GOVERNMENT SCHEMES TO SUPPORT WOMEN ENTREPRENEURS

1. Annapurna scheme

It is one of the important schemes that provided by Government to empower women entrepreneurs in the nation. The Indian Government provides loans up to Rs.50,000 for women owned food services firms under this programme. The borrowed money could be used to cover working capital needs, such as buying kitchen ware, mixer or grinder etc. The lender is exempt from making the first month's EMI payment after the loan is approved. The money must be paid back in 36 monthly instalments once it has been approved. The market rate and the relevant bank are used to compute the interest rate.

2. Stree shakti yojana

Women who own majority of the company are eligible for this loan programme for women entrepreneurs. These female business owners must also sign up for the Entrepreneurship Development Programme (EDP) run by the relevant state organisation. Women can the advantages of a 0.05% interest discount under this scheme on loans worth more than Rs.2lakhs.

3. Mudra loan for women

It was launched by the Government as a women loan scheme to support women entrepreneurs, for the loan to be granted under this plan, no collateral is needed. This loan application can however be made under certain category they are Shishu loan: In the initial stage, enterprises are only eligible for up to Rs. 50,000. Kishor loan: This loan is intended for companies that are already established but want to enhance their offerings, the amount of loan ranges from 50,000 to 5 lakhs rupees. Tarun loan: For well-established enterprises that need financing to grow, this loan is available. They can get up to Rs.10 lakhs for the project.

4. Dena shakti scheme

For women who want to start businesses in agriculture, manufacturing, microcredit, retail outlets, or small companies, this scheme offers loan up to Rs.20lakhs. This Government programme to women also offers a 0.25% interest rate discount. In addition, under the micro credit category, women business owners are eligible for loans up to Rs.50,000.

5. Bhartiya mahila bank business loan

This public sector bank provides loans for women entrepreneurs up to Rs. 20crores for working capital needs, company growth etc. under this programme for loans to women, some of the various plans include: Shringaar: the BMB shringaar loan is available to homemakers and self-employed women who are launching a business or paying regular operating costs. Parvarish: similar to this, the BMB parvarish loan is intended for self employed women or homemakers to open day care centres. Under the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGSTSM) programme, the maximum loan amount is Rs.1 crore and no collateral is required.

6. Orient mahila vikas scheme

Through this scheme, in which oriental bank of commerce introduced, women who individually or jointly hold 51% of the share capital of a proprietary firm are eligible for loan. No collateral is required for loans between Rs.10lakhs to 25 lakhs. The loan has a seven years repayment period.

7. Mahila udyam nidhi yojana

It is one of the well-known government programmes for women entrepreneurs. It is provided by Punjab national bank and small industry development bank of India (SIDBI). The programme provides loans up to Rs.10 lakh to female entrepreneurs who want to lunch a new small business and requires repayment within 10 years. The market rate determines the interest rate that is charged.

8. Cent kalyani scheme

Women who are self-employed or have businesses already can apply for this scheme. The Cent kalyani scheme accepts application from micro or small business such as farming, agriculture, cottage industry, and retail trade. No collateral is required as security for this loan. Loan interest rate is determined by market rates. The loan will have maximum 7 years repayment period.

9. Synd mahila shakti scheme

A programme called the “synd mahila Shakti scheme” by syndicate bank has been launched with the goal of promoting the growth of women entrepreneurship. Through its credit facilities, the bank provides financial support to women business owners, professionals and independent contractors under this initiative. In this scheme, by obtaining a loan for up to Rs.5crore at a low interest rate, you can start a new business and update an existing one. For loans up to 10 lakh, the minimum interest rate 10.25% and there is no requirement of security. For loans up to Rs.10 lakh a concession of 0.25% is granted, there is no processing charge.

10. Udyogini scheme

This scheme is being carried out by the Women Development Corporation on half of the Indian Government. This programme encourages and supports women’s business among the underprivileged. This programme, primarily assist and supports illiterate women who live in rural and underdeveloped areas.

3.16 CHALLENGES FOR WOMEN ENTREPRENEURS

The greatest problem faced by women entrepreneurs is that they are women. We are living in a male dominated society where women are treated as 'abalas'. They have to face several economic and social problems. Usually they will not get any support or co-operation from various financial institutions, male entrepreneurs or even from their families. They have to face resistance not only from men but also from elderly women who are ingrained with this attitude of inequality. The following are the important problems faced by women entrepreneurs.

1. Financial constraints

Finance is the life blood of every business. Both long term and short term funds are required for business. For obtaining loans and advances from financial institutions, they have to provide collateral securities. But, usually women do not have property in their names and this hinders them from obtaining external sources of funds. The banks also consider women as less credit worthy and discourage women borrowers on the belief that they can at any time leave their business and become housewives again. Under these circumstances, women entrepreneurs are bound to rely on their savings and loans from friends and relatives, the quantity of such fund are often negligible leading to the failure of women enterprises.

2. 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.

3. Stiff Competition

Women entrepreneurs have to face stiff competition for the products from the organised industries and male entrepreneurs. They do not have organisational 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.

4. Scarcity of raw materials

Scarcity of raw materials is yet another important problem faced by the women entrepreneurs. The price of raw materials is very high and women entrepreneurs usually get the raw materials at minimum discount. The failure of many women co-operatives engaged in basket making in 1971 is an example of how the scarcity of raw materials affects entrepreneurship.

5. High Cost of Production

Another problem faced by women entrepreneurs is the 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.

6. 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 woman 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.

7. Family Ties

The family responsibilities also hinder the development of women entrepreneurship. In India, it is mainly a woman's duty to look after the children and other members of the family. Man plays a secondary role in these matters. In the case of married women, they have to make a fine balance between their business and family. Their success greatly depends on the support given by the family. Occupational backgrounds of families and educational level of husbands have a direct bearing on the development of women entrepreneurship.

8. 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 reduces the achievement motivation among women. Thus, lack of education creates problems for women in the setting up and running of business enterprises.

9. Social attitudes

This is one of the most important stumbling block in the path of women entrepreneurship. The constitution provides equality for both men and women, but there is widespread discrimination against women. In a male dominated society, women are not treated as equals to men. Women have the potential but they lack adequate training. There is a common belief that skill imparted to a girl is lost when she gets married. Therefore, girls continue to be helpers in agriculture and handicrafts and the rigid social attitudes prevent them from becoming successful and independent entrepreneurs.

10. Male dominated society

Male chauvinism is still the order of the day in India. The constitution of India speaks of equality between sexes. But, in practice women are treated as 'abalas'. Women suffer from male reservations about their roles, abilities and capacities. In short, women are not treated as equal to men. This is the main barrier to women's entry into business.

11. Low need for achievement

The pre-requisites for success in entrepreneurship are the need for achievement, independence and autonomy. But in India the common Indian woman is happy to bask in the glory of their parents, husband, children etc. They have preconceived notions about their role in life. This inhibits them from achievements and independence.

In addition to the above difficulties, lack of infrastructural facilities, shortage of power and difficulty in obtaining licenses from various control boards and a number of other socio-economic problems stand as hurdles to the women entrepreneurs.

3.17 SOLUTION FOR THE PROBLEMS OF WOMEN ENTREPRENEURS

1. Separate Finance Division

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 of women officers.

2. 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.

3. 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 which increase their profit and reach all around.

4. 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 entrepreneurs should be changed.

5. 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.

6. 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.

7. 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.

8. Support from the Government

Both Central and State Governments should give priority to women entrepreneurs for starting new ventures. The government 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.

3.18 MOTIVATIONAL FACTORS

In recent years there has been a lot of debate about the development of entrepreneurship among women. Due to the various cultural and social reasons, women in different parts of India have different motives, aspirations, social status, need and urges for starting a business. Varied motivation, needs and urges and interest force women entrepreneurship for establishing an enterprise. The main motive is fulfilment of ambition and pursuits of own interest which is evident in almost all women entrepreneurs. Factors that normally make women to pursue entrepreneurship include:-

1. To earn money.
2. Power and self-achievement.
3. Family occupation. [Second generation entrepreneurs]
4. Social status, They don't want to work for others.
5. Want to take independent decision.

It is essential for every women entrepreneurs to assess the business management skill before she starts her business as it provides the knowledge of one's strength and weakness in Management skill required for women entrepreneurs are she need to know how to deal with people, manage day to day operations. Organizing and planning business strategy be good at idea generation and product innovation. The other things which are required are securing the capital required for the business, product promotional strategies with proper market research and management development and training. A women with challenging attitude and firm determination will certainly manage her enterprise successfully. Women are dreamers and confident of their abilities to deal with problems and they believe that hard work is a sure ingredient to success in entrepreneurial ventures. Successful women entrepreneurs have high need for achievement, they are risk takers and have high personnel efficiency. Women are indicative and independent with commitment of conviction.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

4.1 DATA ANALYSIS AND INTERPRETATION

This study is analytical in nature. Analysis of the study was conducted using primary data, which has been collected from women entrepreneurs through questionnaire method with personal interview. For the study 40 samples were selected. The following results have been obtained from the analysis.

Table 4.1
Age classification

Age	Number of respondents	Percentage of respondents
Below 20	5	12
20-30	21	53
30-40	6	15
40-50	6	15
50 Above	2	5
Total	40	100

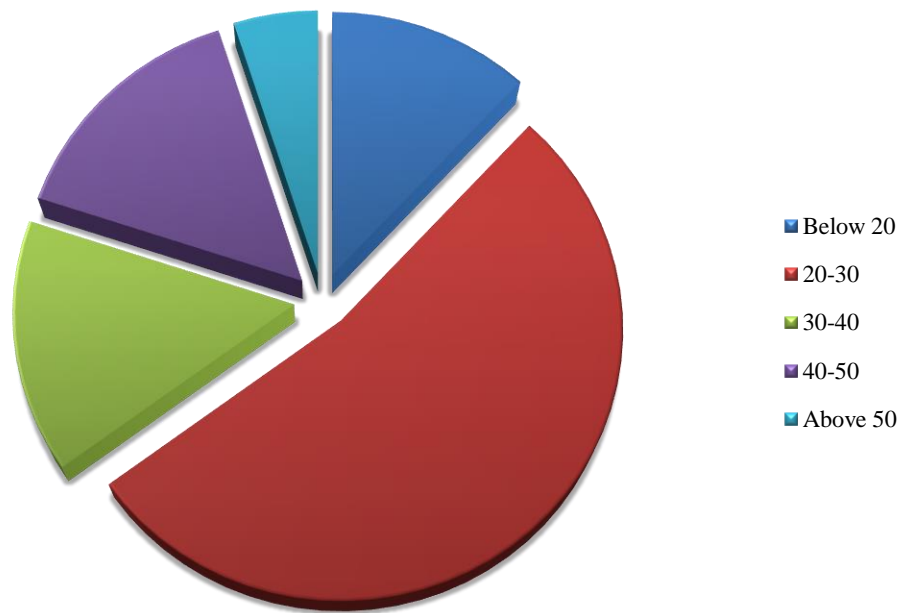


Figure 4.1

Interpretation: Majority of the respondents that is 53 % are of the age of 20-30 years. 12% of the respondents are of the age under 20 and 15% are at the age between 30-40 and 40-50 and only 5% of the respondent's falls' above 50 category.

Table 4.2

Educational qualification of the respondents

Category	Number of respondents	Percentage
SSLC	1	3
Plus two/High school	6	15
College degree/Diploma	27	67
Any Other	6	15
Total	40	100

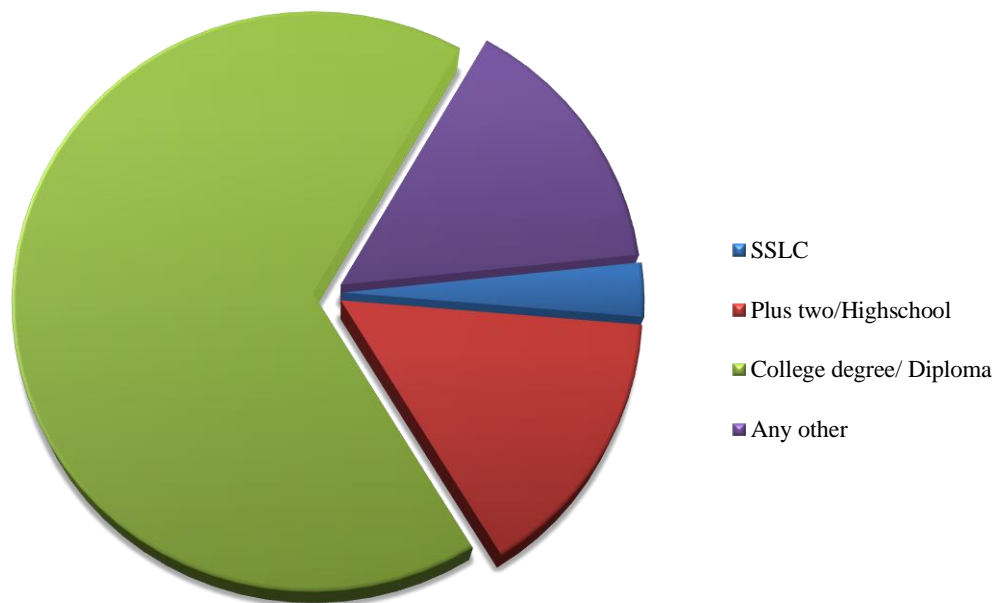


Figure 4.2

Interpretation: The table 4.2 shows that majority of the respondents falls into college degree/diploma category. Minority of the people falls under the category SSLC i.e. 3%, 15% of the people falls under the category of plus two/high school and any other qualification.

Table 4.3

Location and area of business

Location/Area of business	Number of respondents	Percentage
Urban	16	40
Semi-Urban	20	50
Rural	4	10
Total	40	100

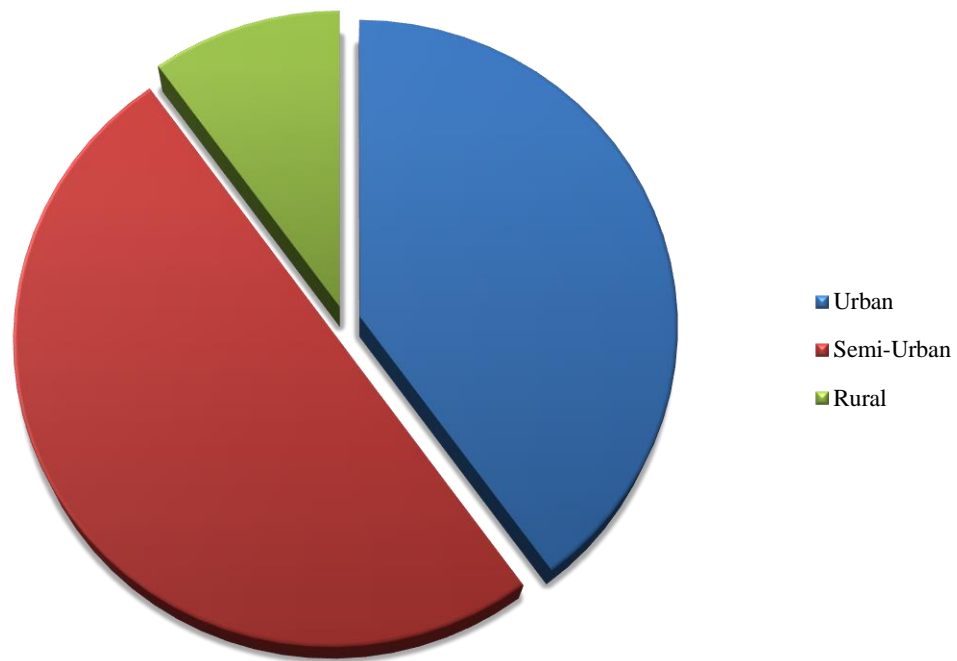


Figure 4.3

Interpretation: The table 4.3 shows the majority of the women entrepreneurs that is 50% operate in semi urban area. 40% operate in urban area and the rest 10% in rural area.

Table 4.4

Industry and type of business

Category	Number of respondents	Percentage
Msme	1	3
Small Scale	28	70
Medium Scale	7	17
Large Scale	4	10
Total	40	100

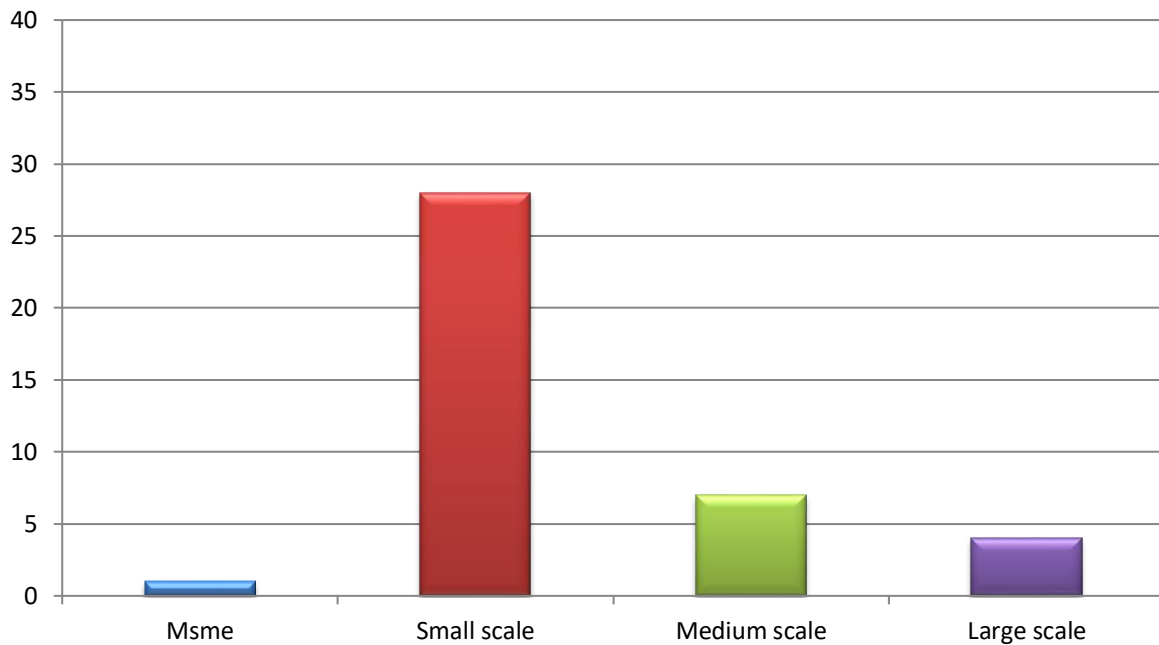


Figure 4.4

Interpretation: The table 4.4 shows that majority of women entrepreneur that is 70% deal in small scale businesses. 17% of women entrepreneurs deal in medium scale and 10% in large scale businesses. The minority of 3% deal in msme business.

Table 4.5

Undertaking of Risk

Amount of risk	No of respondents	Percentage
Not at all	5	13
Moderate risk	33	83
High risk	2	4
Total	40	100

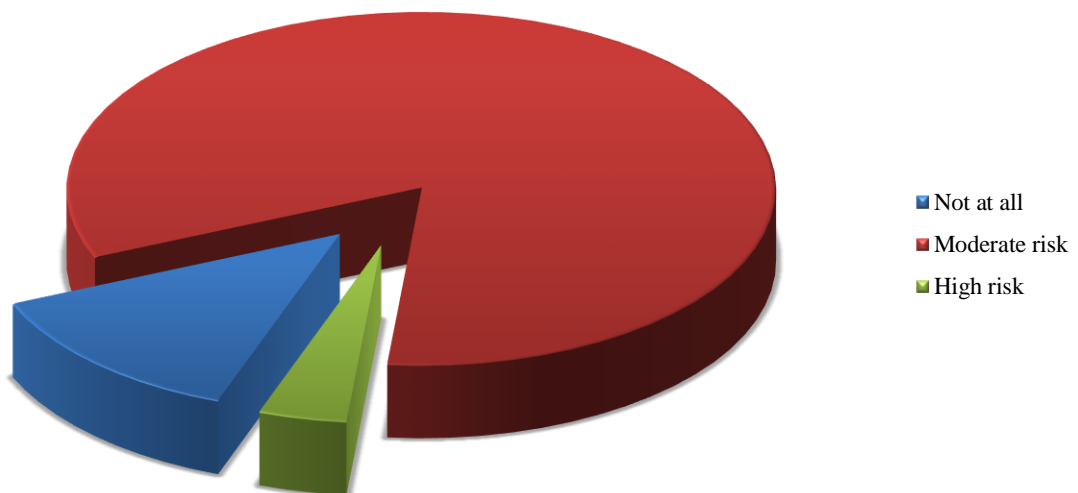


Figure 4.5

Interpretation: The table 4.5 show that 83% women entrepreneurs prefer to take moderate risk in their business an 13% of women prefer not to take any risk at all. The remaining 4% of women tend to take high risk in their business.

Table 4.6

Initial Capital and Funding

Source	Number of Respondents	Percentage
Owned capital	16	40
Borrowed capital	9	23
Both owned and borrowed capital	15	37
Total	40	100

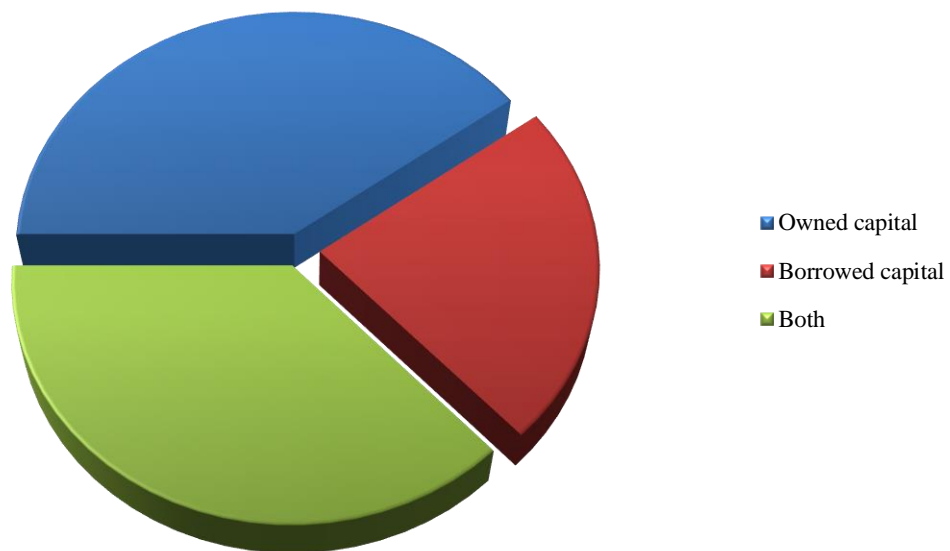


Figure 4.6

Interpretation: The table 4.6 show us that 40% women entrepreneur prefer to use their own capital and 37% of women entrepreneur use combination of both owned and borrowed capital. 23% women entrepreneurs prefer to just use borrowed capital.

Table 4.7

Challenges faced by women entrepreneurs

Challenges faced	Number of responses	Percentage
Access to funding	19	49
Access to mentorship or training	3	8
Balancing work and family responsibilities	25	64
Gender bias and discrimination	5	13
Market competition	13	33
Total	65	

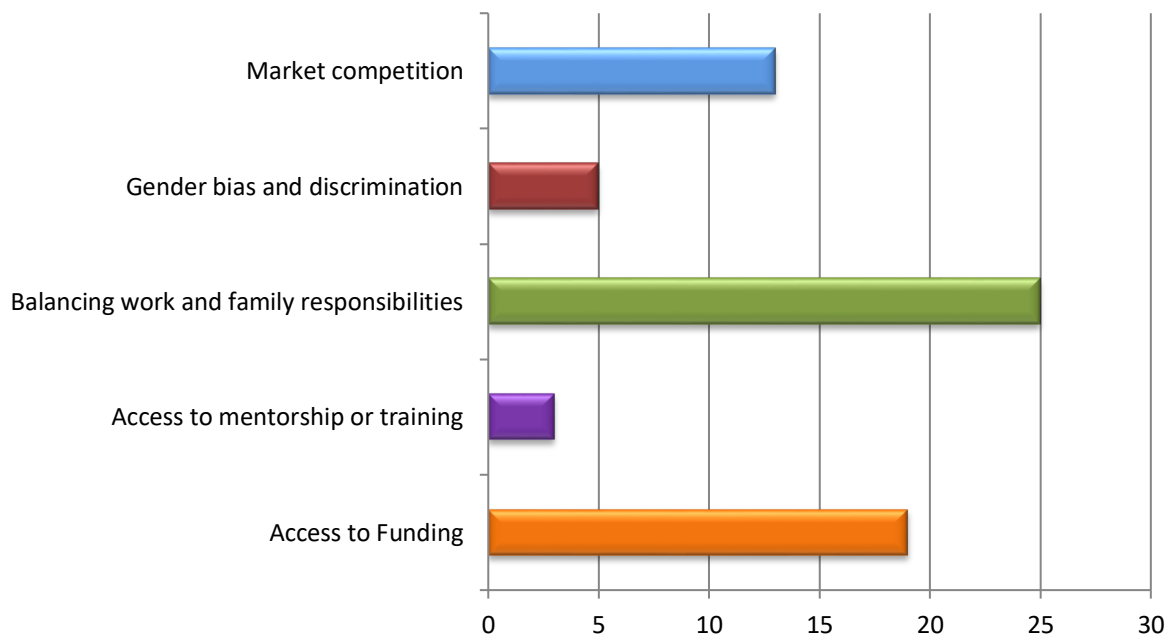


Figure 4.7

Interpretation: The table 4.7 show the multiple responses received from women entrepreneurs about the challenges that women entrepreneurs face, the most common are balancing work and family responsibilities 64% and access to funding 49%. Other challenges are market competition 33%, gender bias and discrimination 13% and access to mentorship and training 8%.

Table 4.8

Influence of Government schemes and policies in starting a business

Category	Number of respondents	Percentage
Yes	16	42
No	22	58
Total	40	100

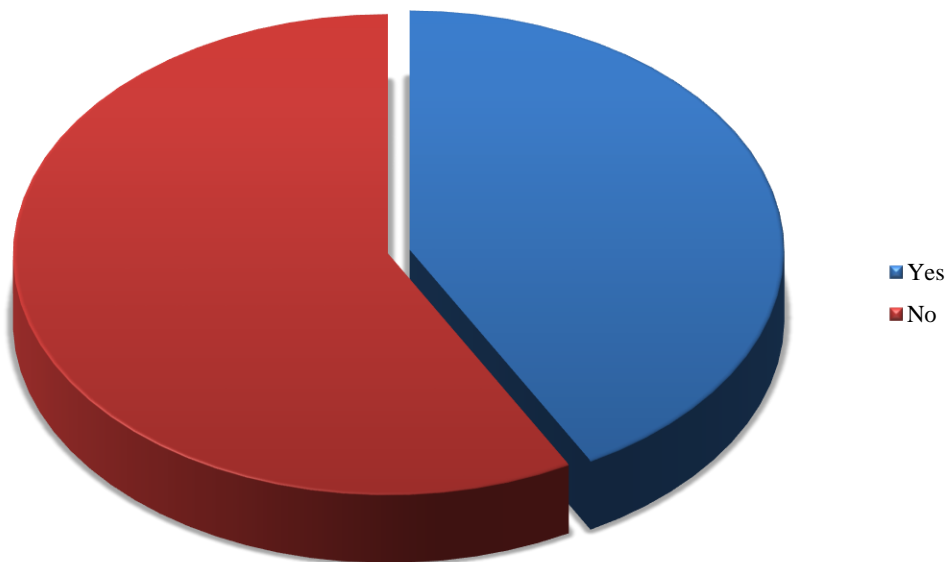


Figure 4.8

Interpretation: The table 4.8 shows that 58% of women entrepreneurs are not influence by any government schemes and policies in starting a business, the rest 42% of women entrepreneurs have been influenced by government schemes and policies in starting of their business.

Table 4.9

Women entrepreneurship can lead to greater economic independence for women in the community

Category	Number of respondents	Percentage
Strongly agree	16	41
Agree	20	51
Neutral	1	3
Disagree	0	0
Strongly disagree	2	5
Total	40	100

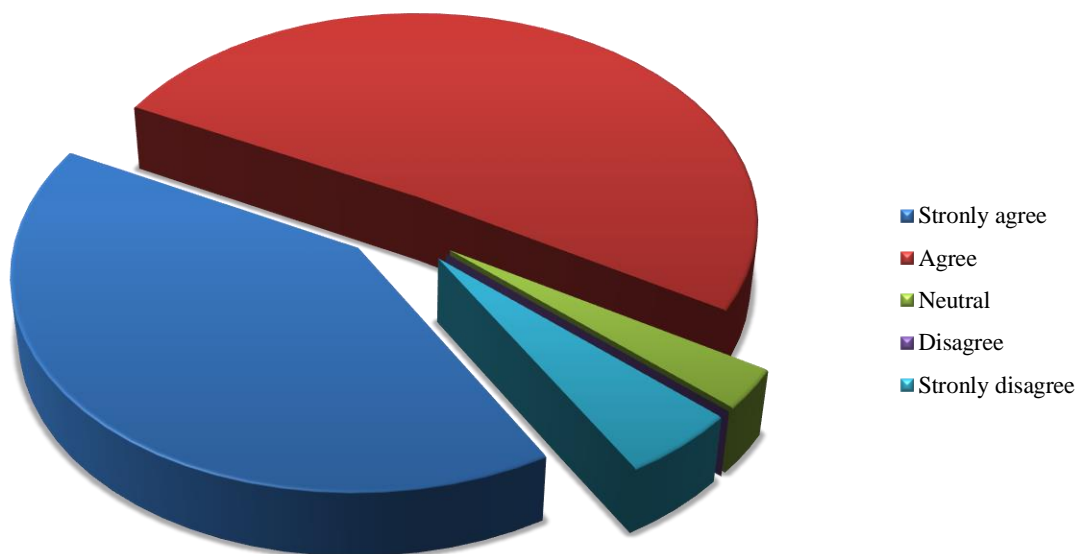


Figure 4.9

Interpretation: The table shows that majority of women entrepreneurs believe that women entrepreneurship can lead to greater economic independence, 41% of women strongly agree and 51% of them Agree on the statement. The minority of women have neutral and disagreeing opinion, 3% on neutral and 5% on Strong disagreement.

Table 4.10

Recommendation of entrepreneurs to other women who aspire to become entrepreneurs or enhance their employability and its reasons.

Table 4.10.1

Category	Number of respondents	Percentage
Yes	36	95
No	2	5
Total	40	100

Table 4.10.2

Reasons	Number of responses	Percentage
Flexibility	11	30
Income potential	19	53
Freedom	14	49
Legacy	3	8
Empowerment	13	36
Economic Independence	14	39
Creating a Supportive Ecosystem	2	6
Gender Equality	5	14
Total	81	225



Figure 4.10.1

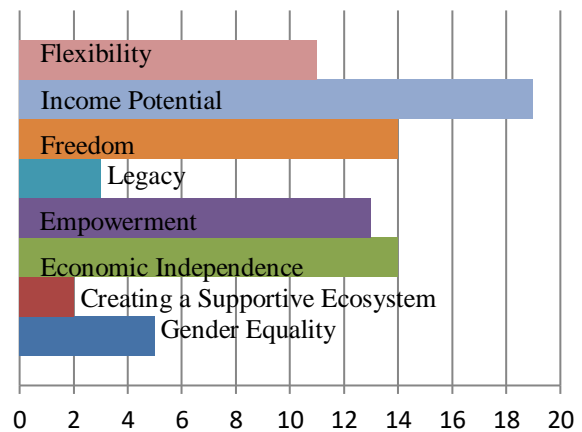


Figure 4.10.2

Interpretation: The table 4.10.1 shows that majority of 95% of women entrepreneurs encourage other women to peruse entrepreneurship and a small minority of 5% don't encourage entrepreneurship. The table 4.10.2 shows various reasons why women entrepreneurs promote entrepreneurship among women majority being income potential, freedom, empowerment, economic independence and flexibility.

Table 4.11

Any means of formal entrepreneurship training or education before starting a business

Category	No of respondents	Percentage
Yes	14	35
No	26	65
Total	40	100

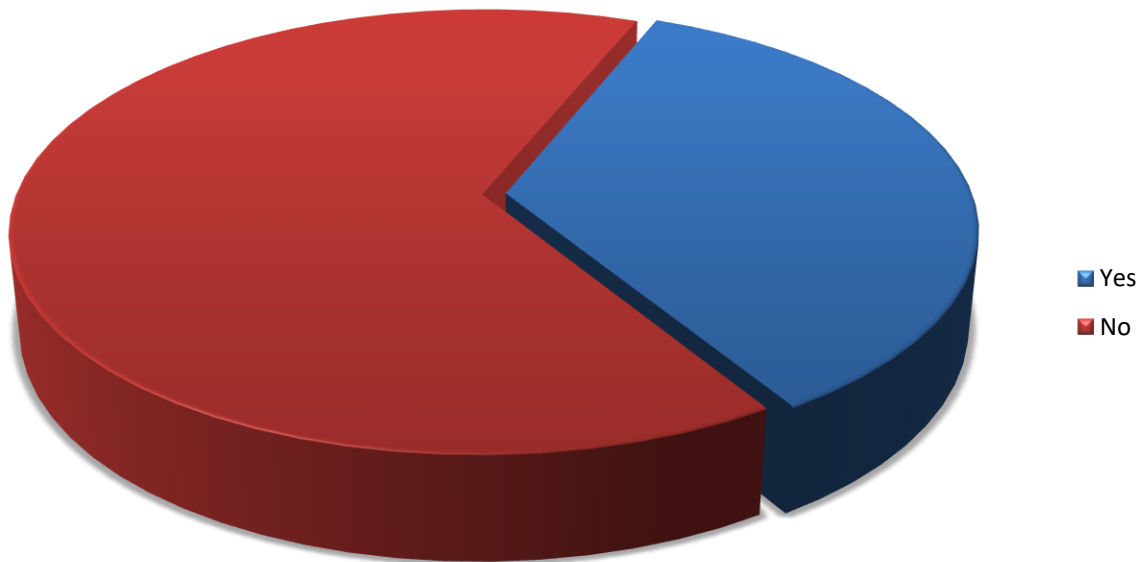


Figure 4.11

Interpretation: Table 4.11 shows that only 35 % of women entrepreneurs have done formal entrepreneurship education or training the rest 65 % have not.

Table 4.12

Support or mentorship from any local or government organizations that work to empower women entrepreneurs

Category	No of respondents	Percentage
Yes	15	37.5
No	25	62.5
Total	40	100

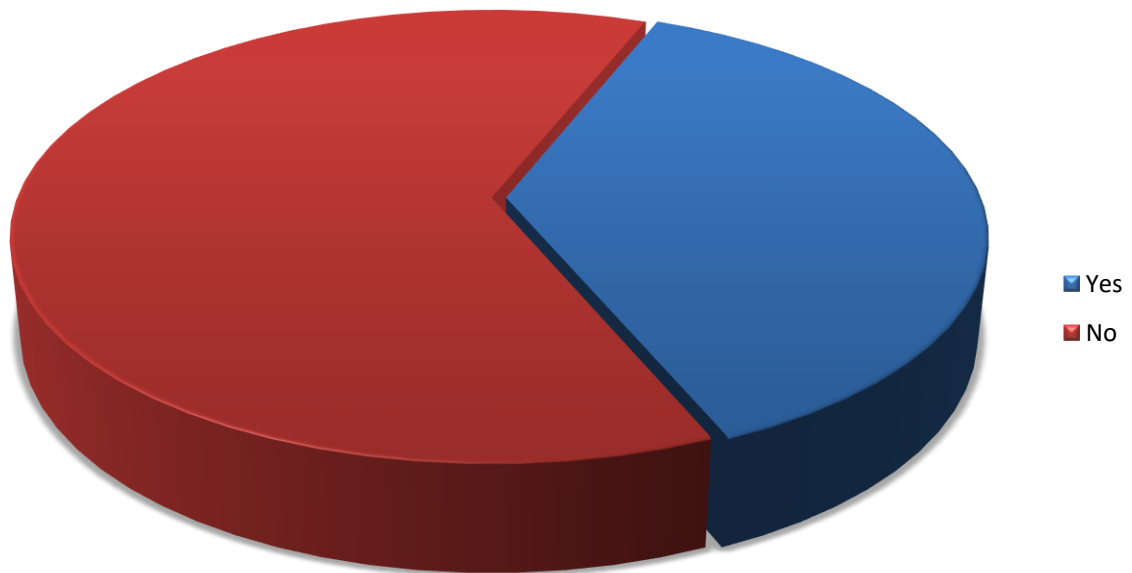


Figure 4.12

Interpretation: Table 4.12 shows that only 37.5% of respondents have received any support or mentorship from any local or government organizations that work to empower women entrepreneurs the rest 62.5 % did not.

Table 4.13

Source of the borrowed funds

No of respondents who borrowed capital is 24 out of 40

Source	Number of respondents
Friends/relatives	9
Commercial banks	14
Money lenders	3
Development bank	2

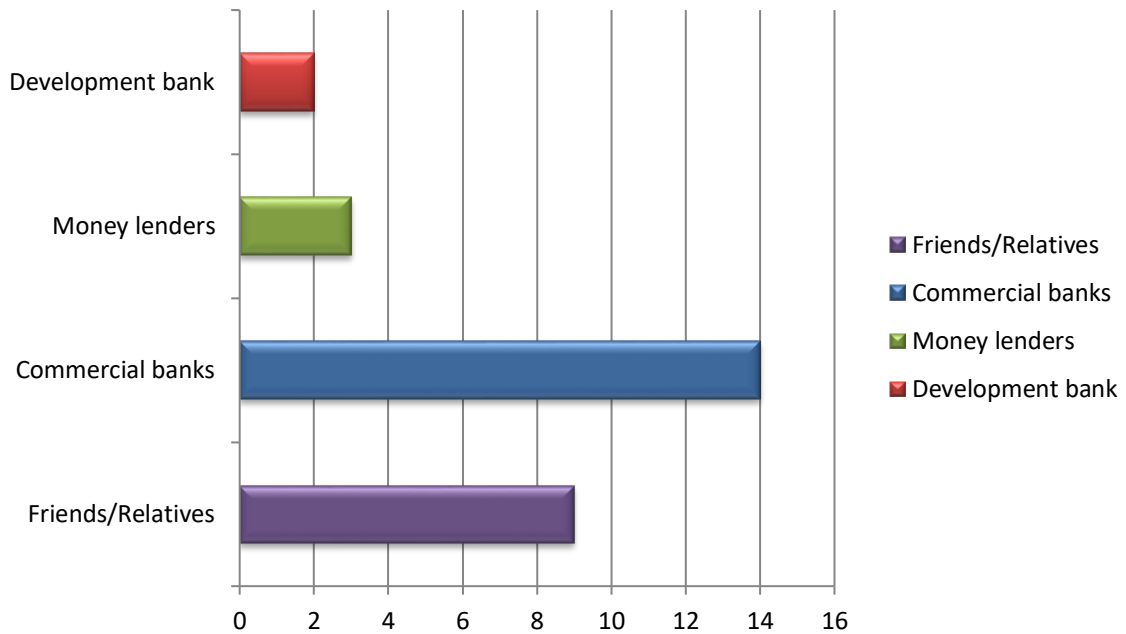


Figure 4.13

Interpretation: From Table 4.13 it shows that commercial banks are preferred the most and then friends and relatives , Money lenders and development banks are least preferred by the respondents.

Table 4.14

Financial assistance under any government scheme or policy

Category	No of respondents	Percentage
Yes	10	25
No	30	75
Total	40	100

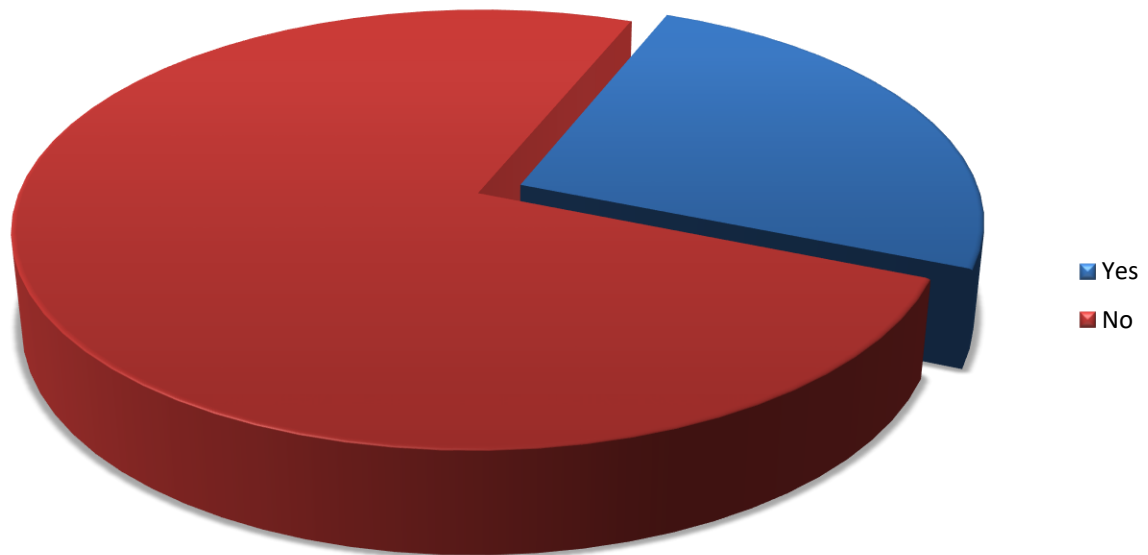


Figure 4.14

Interpretation: From table 4.14 it shows that only 25% of women entrepreneurs have received financial assistance under any government scheme the remaining 75% have not received any aid.

Table 4.15

Undertaking of managerial functions and duties

Category	Numbers
Self	29
Family/Relatives	8
Employee	4

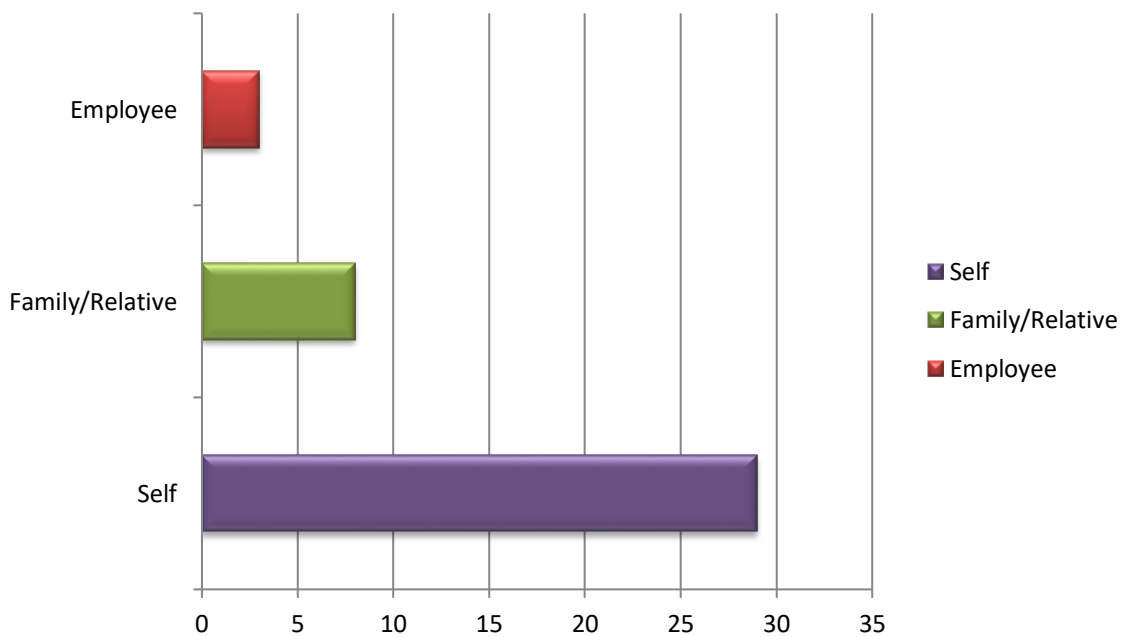


Figure 4.15

Interpretation: The table 4.15 shows that most women entrepreneurs undertake managerial functions themselves and some also include help of family and employees. Only a few entrepreneurs completely rely on employees and family or relatives.

Table 4.16
Marital Status

Category	Response	Percentage
Married	18	45
Unmarried	22	55
Total	40	100

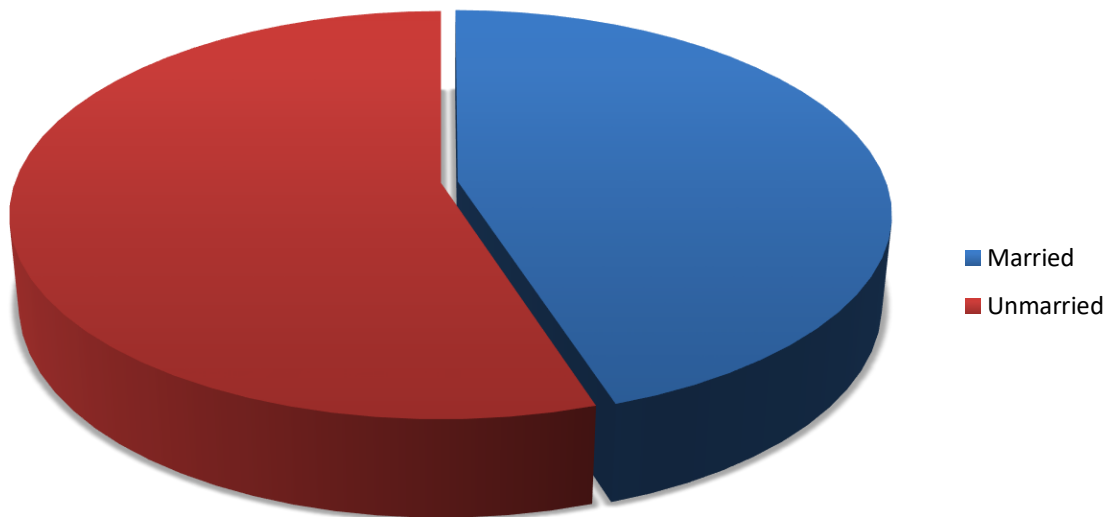


Figure 4.16

Interpretation: Table 4.16 shows that 55% of women entrepreneurs are unmarried and the rest 45% are married.

Table 4.17

The inspiration to start your own business

Category	Respondents	Percentage
Passion	26	65
Livelihood	5	12.5
Family	9	22.5
Total	40	100



Figure 4.17

Interpretation: The table 4.17 show us that majority of women entrepreneurs (65%) started their own business because of their passion and some women entrepreneurs started their own business because of their Family (22.5%) and livelihood (12.5%).

Table 4.18

Entrepreneurial Experience or number of years in business

No of Years	Respondents	Percentage
1-2	24	60
3-4	11	27.5
5-6	4	10
Above 6	1	2.5
Total	40	100

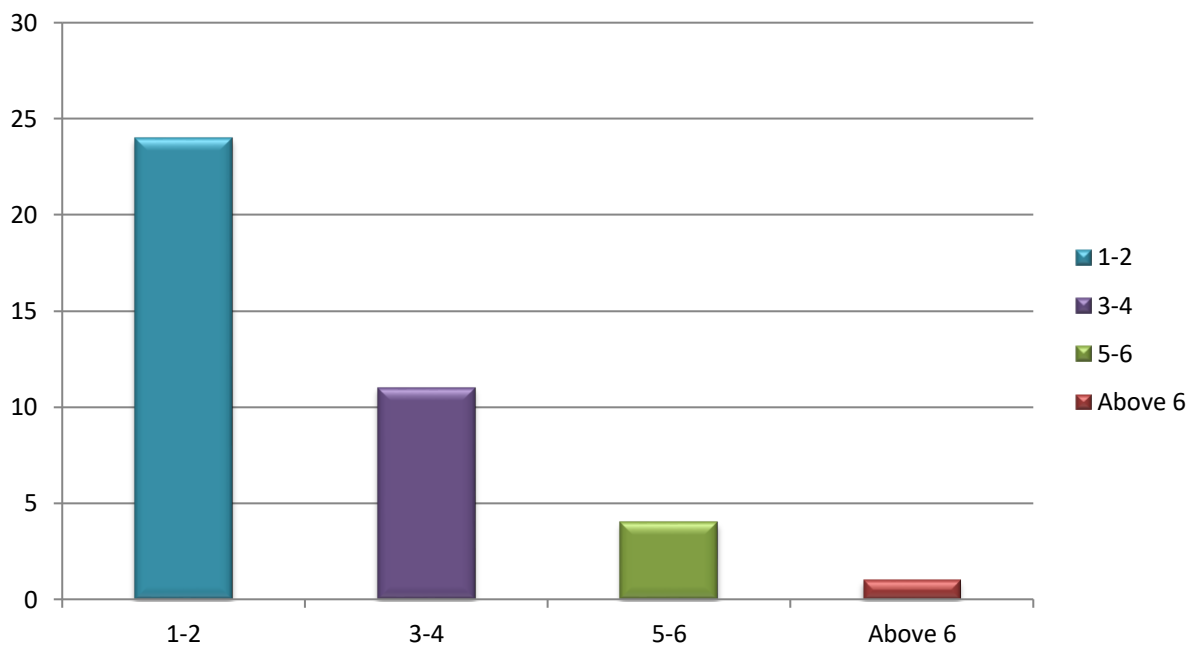


Figure 4.18

Interpretation: The table 4.18 show that majority of respondents (60%) have an experience of 1-2 years and the rest 27.5% of respondents have 3-4 years, 10% of respondents have 5-6 years of experience and only a single respondent (2.5%) has experience above 6 years.

Table 4.19

Challenges faced in obtaining loans

Category	Respondents	Percentage
Yes	20	67
No	10	33

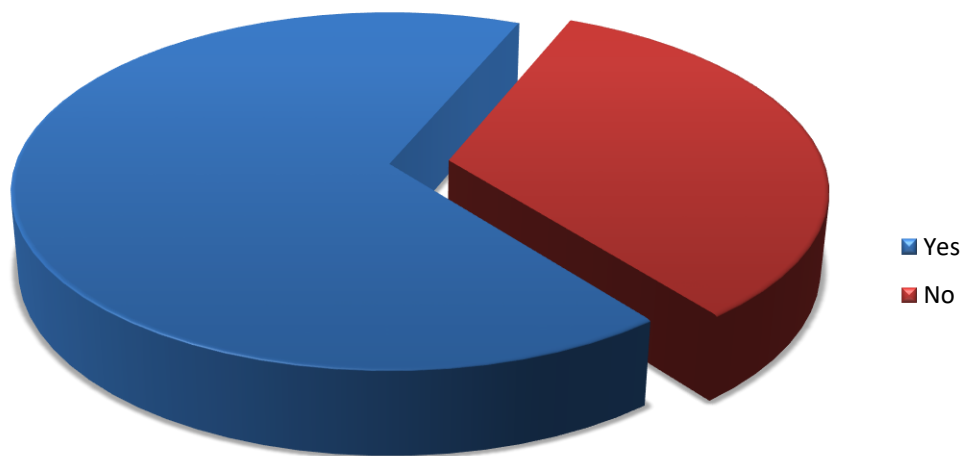


Figure 4.19

Interpretation: Among the 40 respondents the table 4.19 shows the response of women who availed loan facilities and faced challenges in obtaining loans, such as documentation requirements, delays in loan processing, gender bias, limited collateral, cultural and social barriers and higher interest rates. The majority of women (67%) have faced and the rest (33%) have not.

Table 4.20

Positive impacts created towards the society after establishing the business.

Category	Respondents	Percentage
Yes	35	87.5
No	5	12.5
Total	40	100

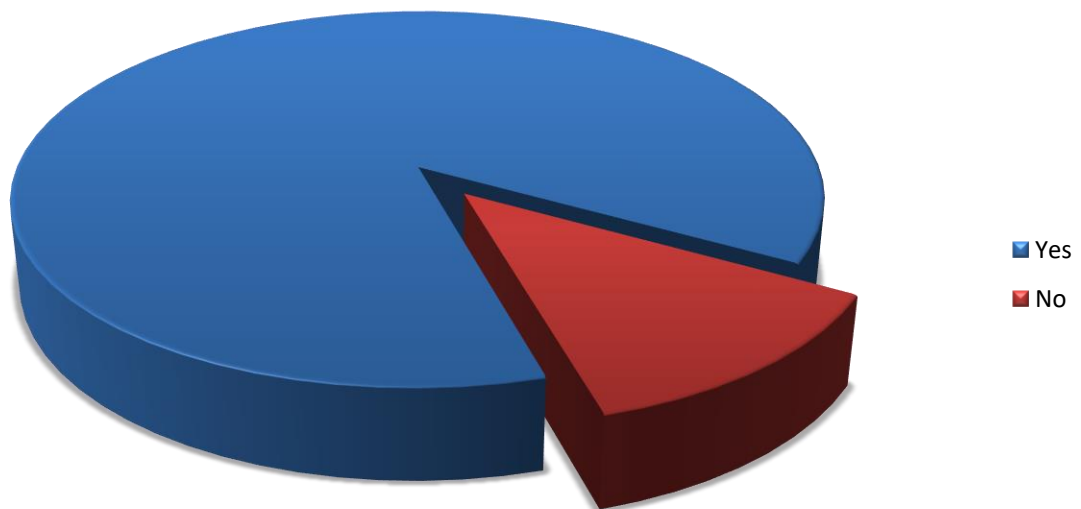


Figure 4.20

Interpretation: The table 4.20 shows that majority of women entrepreneurs have observed a positive impacts towards the society after establishing the business and a small number of them have not.

CHAPTER 5
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

A study on women entrepreneurs and their employability is covered in this study. For the purpose of this study 40 sample respondents were chosen and questionnaires were provided to collect the data. Quantifying and analysing tool that were used in the study include tables, pie chart, bar graphs, and percentages. The following findings are drawn from the analysis.

1. Most of the respondents are between the ages of 20-30, secondly most of them fall under 30-40 years.
2. It is found out that majority of the respondents falls into college degree/diploma category. Others falls under the category of plus two/high school and any other qualification and Minority of the people falls under the category SSLC.
3. Most women entrepreneurs operate in semi-urban area and rest operate in urban area and a minority in rural area.
4. Most women entrepreneur operate in small scale businesses and rest of women entrepreneurs prefer to operate in medium scale and large-scale businesses and small minority of them deal in msme business.
5. Most women entrepreneurs prefer to take moderate risk in their business and some prefer not to take any risk at all. A small minority of women take high risk in their business.
6. Majority of women entrepreneurs use their own capital and a combination of both owned and borrowed capital to start their business initially and the remaining women rely on borrowed capital alone.
7. The most common challenge that women entrepreneurs face is balancing work life and family responsibilities and other challenges they face are access to funding, market competition, gender bias and discrimination.
8. There is absence of government policies and schemes in setting up of business of majority of women entrepreneurs.
9. Most women believe that women entrepreneurship can lead to greater economic independence.
10. Majority of women entrepreneurs encourage women to pursue entrepreneurship.
11. Majority of women have not done any formal entrepreneurship education or training.
12. Most of the women have not received any support or mentorship from any local or government organizations that work to empower women entrepreneurs.
13. Commercial banks are preferred the most and then friends and relatives , Money lenders and development banks are least preferred by women entrepreneurs.
14. Most women have not received any financial assistance under any government scheme.

15. Majority of women entrepreneurs undertake managerial functions themselves.
16. The number of married and unmarried women entrepreneurs are mostly equal.
17. Passion is the major force in motivating women entrepreneurs to start their own business.
18. A small percentage of respondents have extensive experience; the majority are beginners in the business.
19. The majority of women have faced challenges in obtaining loans and the rest have not.
20. Majority of women entrepreneurs have observed positive impacts towards the society after establishing the business.

5.2 SUGESSTIONS

1. Targeted Support for Different Age Groups, Develop tailored support programs for women entrepreneurs in the age groups of 20-30 and 30-40, addressing their specific needs and challenges. Consider age-appropriate mentorship and training programs to cater to different life stages and experiences.
2. Focus on providing educational and training programs for women entrepreneurs, particularly those with lower educational qualifications, such as SSLC. Design initiatives that address the unique challenges faced by women with various educational backgrounds.
3. Recognize the concentration of women entrepreneurs in semi-urban areas and tailor support initiatives to address the specific challenges of operating in these environments. Develop strategies to encourage women entrepreneurs to explore larger-scale businesses, potentially through targeted incentives or support.
4. Create awareness programs about risk management strategies for women entrepreneurs. Develop financial literacy programs to educate women about diverse funding sources and the advantages and disadvantages of each.
5. Addressing Work-Life Balance, Collaborate with organizations to provide support services for women entrepreneurs, helping them manage the challenges of balancing work and family responsibilities. Advocate for workplace policies that support flexible working arrangements for women entrepreneurs.
6. Advocate for the development of government policies and schemes that specifically target women entrepreneurs. Encourage women to actively engage with government support programs and take advantage of available resources.
7. Promote formal entrepreneurship education and training programs for women entrepreneurs. Establish mentorship programs through local and government organizations to provide guidance and support.
8. Diverse Funding Sources, Encourage women entrepreneurs to explore a variety of funding sources, beyond commercial banks, including development banks and government schemes. Provide information on the advantages and disadvantages of different funding options.
9. Managerial Training for women entrepreneurs these are Development programs that enhance managerial skills among women entrepreneurs to ensure effective business operations.
10. Differentiate support programs based on experience levels, providing specialized resources for beginners and more advanced entrepreneurs.
11. Advocate for improved access to loans for women entrepreneurs, addressing the specific challenges identified in obtaining loans.

5.3 CONCLUSION

In conclusion, the exploration of women entrepreneurship and employability in Aluva unveils a multifaceted narrative of resilience, innovation, and progress. The historical journey, as detailed in this project, showcases the transformative power of education, changing socioeconomic dynamics, and supportive government initiatives in empowering women to break through traditional norms and carve their niches in the entrepreneurial landscape.

The success stories of women entrepreneurs in Aluva serve as inspirational benchmarks, dispelling stereotypes and proving that gender should never be a barrier to success. As the region continues to experience economic growth and diversification, the contributions of women entrepreneurs are becoming increasingly integral to the fabric of Aluva's business ecosystem. However, challenges persist, reminding us of the need for continued efforts to address gender disparities in entrepreneurship. Access to finance, overcoming traditional mind set and achieving a balance between professional and personal life remain areas that demand collective attention and intervention.

Prospects for women entrepreneurs in Aluva appear bright in the future. The environment is created for greater participation and success of women in the entrepreneurial sector by the government's dedication to gender equality, which is demonstrated by ongoing programs and the changing mindset of society. It is anticipated that new company concepts, the incorporation of technology, and the understanding of diversity as a strength rather than a drawback would all help to further spur the rise of women entrepreneurs in Aluva.

In conclusion, this project underscores the vital role that women entrepreneurs play in shaping the economic landscape of Aluva. By celebrating their achievements, acknowledging the challenges they overcome, and fostering an environment conducive to inclusivity, Aluva can continue to thrive as a beacon of empowerment and opportunity for women in the world of entrepreneurship and employability.

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ANNEXURE

QUESTIONNAIRE

WOMEN ENTREPRENEURSHIP AND EMPLOYABILITY WITH REFERENCE TO ALUVA

1. Age Classification

Below 20 20-30 30-40 40-50 50 Above

2. Educational Background of the respondent

SSLC Plus two/High school College degree/Diploma any other

3. Marital Status

Married Unmarried Widow

4. What inspired you to start your own business

Passion Family Livelihood

5. Location or area of your business

Urban Semi-Urban Rural

6. Industry/Type of Business

Msme Small scale Medium scale Large scale

7. Entrepreneurial experience or no of years in business

1-2 3-4 5-6 above 6

8. How likely do you undertake risk in business

Not at all Moderate risk High risk

9. Who undertakes day to day managerial functions?

Self Employee Friend/family

10. How did you fund your business initially?

Owned capital borrowed capital both

11. If the capital is borrowed, where did you borrow the funds from?

Friends/relatives commercial banks money lenders development bank

12. Did you receive any formal entrepreneurship training or education before starting your business?

Yes No

13. What challenges have you faced as a woman entrepreneur?

Access to funding Access to mentorship or training

Balancing work and family responsibilities Gender bias and discrimination

Market competition

14. Have you ever received financial assistance under any government scheme?

Yes No

If yes how much 50,000 50,000-2,00,000 2,00,000-50,00,00

15. Did the Govt schemes and policies play a role in starting or expanding your business?

Yes No

16. Do you believe that women entrepreneurship can lead to greater economic independence for women in your community?

Strongly Agree Agree Neutral Disagree Strongly Disagree

17. Have you faced any challenges in obtaining loans, such as documentation requirements or delays in loan processing?

Yes No

18. Have you received support or mentorship from any local or government organizations that work to empower women entrepreneurs?

Yes No

19. Have you observed any positive impacts on the society after establishing the business?

Yes No

20. Would you recommend entrepreneurship to other women who aspire to become entrepreneurs or enhance their employability?

Yes No

If yes why?

Flexibility Income potential Freedom Legacy Gender Equality

Empowerment Economic Independence Creating a Supportive Ecosystem