

## Role of Government and Non-Government Organisations in training the Women Entrepreneurs

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### ABSTRACT

Entrepreneurship has been acknowledged to be one of the essential factors which contributes for rapid economic growth in any country. It increases and harnesses the utilisation of natural and human resources for all-round growth of economy. Entrepreneurship development has played a critical role in the economic development of Japan, South Korea, Taiwan, Hong Kong and Singapore. On the other hand, inspite of abundant natural and human resources, India still is a poor country facing problems like unemployment, surplus labour, inequality and poverty. Therefore, the key solution to the socio-economic problems in India lies in Gandhiji's ideas of "production by masses instead of mass production." All women irrespective of their background are potential, the only point is to sharpen their skills and tailor them according to the needs. Based on the entrepreneurship development especially in case of women who have large potential for hard and dedicated work. In the socio-economic background of India empowerment of women is the need of the hour and empowerment without increase in economic power is meaningless. This necessitates highest encouragement need to be given in the society for entrepreneurship development among women, so that they can not only stand economically strong and contribute for family but entire country. The type of training needed to sharpen the skills if offered will make them to be successful entrepreneurs. Keeping the above facts, it was felt necessary to make an empirical study to assess the types of training offered and other related issues.

### OBJECTIVES OF THIS PAPER

- To assess the profile of women entrepreneurs
- To examine the level of awareness by the women entrepreneurs about the different training organisations and type of training offered.
- To ascertain the benefits and deficiencies of training offered.

### RESEARCH METHODOLOGY

Survey method has been adopted in the process of data collection.

### Data Source

Both primary and secondary sources were used. Primary data was collected from women entrepreneurs who have undergone training in government and non-government organisations. Secondary data was collected from books, magazines and internet. Data for the study were collected through structured questionnaire, which was self-administered by the researcher.

### Sampling Size

30 women entrepreneurs have been drawn based on the judgment sampling method from the list availed from governmental and non-governmental organisations.

### PROFILE OF WOMEN ENTREPRENEURS

Table-1: Number of years in business and age groups.

| Age      | No. of year in Business |         |       |          | Total   |
|----------|-------------------------|---------|-------|----------|---------|
|          | 1-5                     | 5-10    | 10-15 | Above 15 |         |
| Below 25 | 1 (3.3)                 | 1 (3.3) | 0(0)  | 0(0)     | 2 (6.6) |

|              |                 |                 |               |               |                  |
|--------------|-----------------|-----------------|---------------|---------------|------------------|
| 25-35        | 5 (16.7)        | 2 (6.6)         | 3 (10)        | 0(0)          | <b>10 (33.3)</b> |
| 35-45        | 5(16.7)         | 6(20)           | 3(10)         | 1(3.3)        | <b>15(50)</b>    |
| Above 45     | 0(0)            | 2(6.7)          | 0(0)          | 2(3.3)        | <b>3(10)</b>     |
| <b>Total</b> | <b>11(36.7)</b> | <b>11(36.7)</b> | <b>6 (20)</b> | <b>2(6.7)</b> | <b>30(100)</b>   |

50 percent of the respondents are in the age group of 35-45, out of which 20percent entrepreneurs are in business for a period of 5-10 years and 16 percent are between 1-5 years. Followed by 33 percent of the respondent are in the age group of 25-35, with 17 percent are in business for a period of 1-5 years and 10 percent are in the business for 10 15 years. From the analysis it can be inferred that it is mainly the age group of 25-45 years who have been in business for 1-5 years.

**Table-2: Organisation and educational status**

| Educational Status | Type of Organisation |              |             |               | Total           |
|--------------------|----------------------|--------------|-------------|---------------|-----------------|
|                    | Sole Trading         | Partnership  | Pvt. Ltd.,  | Others        |                 |
| Upto SSLC          | 3(9.7)               | 1(3.2)       | 0(0)        | 1(3.2)        | <b>5(16.1)</b>  |
| Graduation         | 15(48.4)             | 5(16.1)      | 0(0)        | 1(3.2)        | <b>21(67.7)</b> |
| Post Graduation    | 4(12.9)              | 0(0)         | 0(0)        | 0(0)          | <b>4(12.9)</b>  |
| Professional       | 0(0)                 | 1(3.2)       | 0(0)        | 0(0)          | <b>0(0)</b>     |
| Self Employee      | 0(0)                 | 0(0)         | 0(0)        | 0(0)          | <b>0(0)</b>     |
| Others             | 0(0)                 | 1(3.2)       | 0(0)        | 0(0)          | <b>0(0)</b>     |
| <b>Total</b>       | <b>22(70.5)</b>      | <b>6(23)</b> | <b>0(0)</b> | <b>2(6.5)</b> | <b>30(100)</b>  |

68 percent of the respondents are graduates, of the 68 percent 49 percent account for sole trading and 16 percent partnership. From the analysis it can be inferred that most of the sole traders are graduates.

**Table-3: Educational status and entrepreneurial activities**

| Educational Status | Type of entrepreneurial activities |                 |               |             | Total           |
|--------------------|------------------------------------|-----------------|---------------|-------------|-----------------|
|                    | Production                         | Service         | Training      | Others      |                 |
| Upto SSLC          | 5(9.8)                             | 4(7.8)          | 1(1.9)        | 0(0)        | <b>10(19.6)</b> |
| Graduation         | 16(31.4)                           | 14(27.4)        | 1(1.9)        | 0(0)        | <b>31(60.8)</b> |
| Post Graduation    | 3(5.9)                             | 2(3.9)          | 3(5.9)        | 0(0)        | <b>8(15.7)</b>  |
| Professional       | 1(1.9)                             | 1(1.9)          | 0(0)          | 0(0)        | <b>2(3.9)</b>   |
| Self Employee      | 0(0)                               | 0(0)            | 0(0)          | 0(0)        | <b>0(0)</b>     |
| Others             | 0(0)                               | 0(0)            | 0(0)          | 0(0)        | <b>0(0)</b>     |
| <b>Total</b>       | <b>25(49)</b>                      | <b>20(41.2)</b> | <b>5(9.8)</b> | <b>0(0)</b> | <b>50(100)</b>  |

The respondents are graduates, with 31 percent of them engaged in production followed by 27 percent of them engaged in service activity. This leads to conclude that majority are graduates and they are involved in production and service activity.

**Table-4: Awareness about the training institute and the type of organisation owned.**

| Type of establishment owned | Know about the institutions |               |                    |                     |        | Total   |
|-----------------------------|-----------------------------|---------------|--------------------|---------------------|--------|---------|
|                             | Newspapers Mag. & Journals  | Word of mouth | Through counseling | Friends & relatives | Others |         |
| Sole trading                | 14(31.1)                    | 7(15.5)       | 4(4.4)             | 26(28.9)            | 0(0)   | 72(80)  |
| Partnership                 | 4(8.9)                      | 3(6.7)        | 0(0)               | 1(2.2)              | 0(0)   | 8(17.7) |
| Pvt. Ltd.,                  | 0(0)                        | 0(0)          | 0(0)               | 0(0)                | 0(0)   | 0(0)    |
| Others                      | 0(0)                        | 1(2.2)        | 0(0)               | 0(0)                | 0(0)   | 1(2.2)  |
| Total                       | 18(40)                      | 11(24.4)      | 2(4.4)             | 14(31.1)            | 0(0)   | 45(100) |

80 percent of sole traders with 28 percent of the respondents getting awareness through newspaper, 28 percent through friends and relatives, 16 percent through word of mouth, 4 percent through counselors. From the analysis, we can conclude that most of the women entrepreneurs have got the knowledge about the institutions through newspapers, friends and relatives.

**Table-5: Modes of training very useful about the training institutions.**

| Medium of awareness         | MODES OF TRAINING |                        |                                    |                     |                         |                 |             |        | Total    |
|-----------------------------|-------------------|------------------------|------------------------------------|---------------------|-------------------------|-----------------|-------------|--------|----------|
|                             | Counseling        | Class room orientation | Training managing small industries | On the job training | Practical demonstration | Slides & videos | Field visit | Others |          |
| Newspapers, Mag. & journals | 10(7.8)           | 7(5.46)                | 5(3.9)                             | 13(10.15)           | 8(6.25)                 | 3(2.34)         | 6(4.68)     | 0(0)   | 52(40)   |
| Word of mouth               | 6(4.68)           | 2(1.56)                | 1(0.7)                             | 9(7.03)             | 7(5.46)                 | 4(3.12)         | 4(3.12)     | 0(0)   | 66(25.7) |
| Through counseling          | 1(0.7)            | 0(0)                   | 0(0)                               | 2(1.56)             | 1(0.7)                  | 0(0)            | 1(0.7)      | 0(0)   | 5(3.9)   |
| Friends & relatives         | 6(4.68)           | 2(1.56)                | 3(2.34)                            | 11(8.59)            | 11(8.59)                | 0(0)            | 5(3.9)      | 0(0)   | 38(29.6) |
| Others                      | 0(0)              | 0(0)                   | 0(0)                               | 0(0)                | 0(0)                    | 0(0)            | 0(0)        | 0(0)   | 0(0)     |
| Total                       | 23(17.96)         | 11(8.59)               | 9(7.03)                            | 35(27.34)           | 27(21.09)               | 7(5.46)         | 16(12.5)    | 0(0)   | 128(100) |

40 percent of the respondents are aware of the training institute through newspapers, magazines and journals, with 10 percent of the respondents preferred on the job training, 7 percent preferred

counseling, 6 percent preferred practical demonstrations, 5 percent classroom orientation through lecturers, 5 percent field visits, 4 percent training in managing small industries and the remaining 2 percent preferred slides and video presentation. From the analysis it can be inferred that mainly women entrepreneurs who are aware of training institute through newspapers and magazines preferred on the job training was more in number.

**Table-6: Benefits of training taken from the training organisations where they had undergone training.**

| Training Institute      | Benefit of Training |            |           |         |                     |                             |                | Total     |
|-------------------------|---------------------|------------|-----------|---------|---------------------|-----------------------------|----------------|-----------|
|                         | Tech. Skill         | Mgl. Skill | Turn Over | Profit  | Overall development | Diversification & expansion | Other benefits |           |
| Awake                   | 0(0)                | 1(0.7)     | 6(4.22)   | 1(0.7)  | 6(4.22)             | 6(4.22)                     | 2(1.40)        | 22(15.49) |
| SISI                    | 10(7.04)            | 1(0.7)     | 5(3.52)   | 1(0.7)  | 3(2.1)              | 8(5.63)                     | 2(1.40)        | 30(21.11) |
| CEDOK                   | 6(4.22)             | 4(2.81)    | 3(2.11)   | 1(0.7)  | 4(2.81)             | 3(2.11)                     | 1(0.7)         | 22(15.49) |
| KSF                     | 0(0)                | 3(2.11)    | 3(2.11)   | 0(0)    | 3(2.11)             | 0(0)                        | 2(1.09)        | 11(7.74)  |
| KWDC                    | 5(3.52)             | 0(0)       | 0(0)      | 0(0)    | 5(3.52)             | 3(2.11)                     | 2(1.40)        | 15(10.56) |
| Other Vol. .pvt . Org . | 13(9.15)            | 4(2.81)    | 2(1.40)   | 0(0)    | 13(9.15)            | 6(4.22)                     | 4(2.81)        | 42(29.57) |
| Total                   | 34(23.94)           | 13(9.15)   | 19(13.38) | 3(2.11) | 34(23.94)           | 26(18.30)                   | 13(9.15)       | 142(100)  |

30 percent of the respondents are trained in other private voluntary organisations, with 14 percent each feel, training has helped in diversification and expansion and 9 percent in improving technical skill. Followed by 21 percent were trained in SISI, with 7 percent who feel training has helped them in improving technical skill, 15 percent each of the respondents were trained by AWAKE and CEDOK, AWAKE trained respondents feel training as helped in overall development and CEDOK trained respondents feel training has improved technical skill, managerial skill and overall development. To conclude, it is clear that more number of women entrepreneurs who were trained by other voluntary organisations and followed by SISI. They were benefited in improving technical skill, overall development.

**Table-7: Benefits of training availed with respect to type of training**

| Type of Training | Benefit of Training |            |           |        |                     |                             |                | Total |
|------------------|---------------------|------------|-----------|--------|---------------------|-----------------------------|----------------|-------|
|                  | Tech. Skill         | Mgl. Skill | Turn Over | Profit | Overall development | Diversification & expansion | Other benefits |       |

|            |           |           |           |         |           |          |           |           |
|------------|-----------|-----------|-----------|---------|-----------|----------|-----------|-----------|
| Skill dev. | 15(9.14)  | 10(6.09)  | 10(6.09)  | 3(1.82) | 14(8.53)  | 10(6.09) | 13(7.92)  | 75(45.73) |
| EDP        | 5(3.04)   | 10(6.09)  | 5(3.04)   | 3(1.82) | 12(7.31)  | 15(9.14) | 12(9.31)  | 62(37.80) |
| Counseling | 4(2.43)   | 3(1.82)   | 3(1.82)   | 0(0)    | 2(1.21)   | 2(1.21)  | 2(1.21)   | 16(10.24) |
| Others     | 2(1.21)   | 1(0.60)   | 0(0)      | 0(0)    | 2(1.21)   | 4(2.43)  | 2(1.21)   | 11(7.04)  |
| Total      | 21(15.85) | 24(14.63) | 13(10.97) | 6(3.65) | 30(18.29) | 31(18.9) | 29(17.68) | 164(100)  |

46 percent of the respondents have been trained in skill development with 9 percent of them have gained in technical skill, 8 percent each in overall development and other benefits like contacts etc., 6 percent each in managerial skills to increase turnover and in diversification and expansion. Followed by 38 percent of the respondents have been trained through EDP, with 9 percent in diversification and expansion, 7 percent each in overall development and other benefits like contacts etc., 6 percent in managerial skills. To conclude, it is clear that more number of women entrepreneurs trained in skill development have gained in technical skill, overall development and other benefits, followed by EDP trained respondents who have gained in diversification and expansion, overall development and other benefits.

**Table-8: Modes of training most useful with respect to benefits of training undergone**

| Benefits of Training    | Modes of Training |                        |                              |                     |                         |                |             | Total     |
|-------------------------|-------------------|------------------------|------------------------------|---------------------|-------------------------|----------------|-------------|-----------|
|                         | Counseling        | Class Room Orientation | Trg. in managing small indl. | On the job training | Practical demonstration | Slides & Video | Field Visit |           |
| Tech Skill              | 2(0.98)           | 3(1.47)                | 1(0.49)                      | 11(5.39)            | 10(4.90)                | 7(3.43)        | 8(3.92)     | 42(20.58) |
| Manag. skill            | 3(1.47)           | 4(1.96)                | 6(2.94)                      | 8(3.92)             | 7(3.43)                 | 6(2.94)        | 9(4.41)     | 43(21.07) |
| Increase in turnover    | 2(0.98)           | 3(1.47)                | 1(0.49)                      | 9(4.41)             | 6(2.94)                 | 5(2.43)        | 6(2.94)     | 32(15.68) |
| Increase in Profit      | 3(1.45)           | 4(1.96)                | 1(0.49)                      | 2(0.98)             | 3(1.47)                 | 4(1.96)        | 4(1.96)     | 21(10.29) |
| Overall Dev.            | 2(0.98)           | 2(0.98)                | 3(1.47)                      | 9(4.41)             | 2(0.98)                 | 2(0.98)        | 3(1.47)     | 23(11.27) |
| Diversification & Expn. | 3(1.49)           | 1(0.49)                | 2(0.98)                      | 2(0.98)             | 3(1.47)                 | 1(0.49)        | 4(1.96)     | 16(7.84)  |
| Other benefits          | 3(1.47)           | 3(1.47)                | 5(2.45)                      | 8(3.92)             | 2(0.98)                 | 2(0.98)        | 4(1.96)     | 27(13.23) |
| Total                   | 13(8.82)          | 20(9.80)               | 19(9.31)                     | 4(24.0)             | 33(16.17)               | 27(13.23)      | 38(18.62)   | 204(100)  |

21 percent of the respondents who had improved managerial skill, with 4 percent preferred on the job training and field visits, 3 percent preferred practical demonstration. Followed by 20 percent of respondents who improved technical skill through training, with 5 percent preferred on the job training and practical demonstration, 4 percent field visits. respondents who improved their technical and managerial skill through training who preferred on the job training were more in number, followed by practical demonstration and field visits.

**Table-9 : Deficiencies of training undergone in relation to training institutes they were trained.**

| Trainin<br>g<br>Institut<br>e | Deficiencies of Training |          |           |             |               |          |                              | Total     |
|-------------------------------|--------------------------|----------|-----------|-------------|---------------|----------|------------------------------|-----------|
|                               | Proced<br>ural           | Tech.    | Prodn.    | Financ<br>e | Marke<br>ting | Admn.    | Manag<br>ing<br>Manpo<br>wer |           |
| AWAKE                         | 6(3.19)                  | 5(2.65)  | 5(2.65)   | 3(1.9)      | 6(3.19)       | 3(1.59)  | 3(1.59)                      | 31(16.48) |
| SISI                          | 6(3.19)                  | 2(1.06)  | 2(1.06)   | 5(2.65)     | 6(3.19)       | 2(1.06)  | 5(2.65)                      | 28(14.89) |
| CEDOK                         | 5(2.65)                  | 3(1.59)  | 2(1.06)   | 5(2.65)     | 7(3.72)       | 3(1.59)  | 5(2.65)                      | 28(14.89) |
| KSFC                          | 5(2.65)                  | 2(1.06)  | 4(2.12)   | 1(0.53)     | 6(3.19)       | 3(1.59)  | 5(2.65)                      | 26(13.82) |
| KWDC                          | 4(2.12)                  | 2(1.62)  | 4(2.12)   | 5(2.65)     | 10(5.31)      | 3(1.59)  | 5(2.65)                      | 33(17.55) |
| Vol.<br>Pvt.Org.              | 10(5.30)                 | 4(2.12)  | 6(3.19)   | 10(5.30)    | 8(4.25)       | 4(2.12)  | 5(5.31)                      | 42(22.68) |
| Total                         | 31(16.48)                | 13(9.57) | 23(12.23) | 29(15.42)   | 43(22.87)     | 18(9.57) | 26(13.82)                    | 188(100)  |

18 percent of the respondents are trained in KWDC, with 5 percent of them were not trained in marketing aspects, 3 percent each fell training was not imparted on finance problems and managing man power, followed by 16 percent of the respondents who were trained in AWAKE, with 12 percent each feel they were not trained for marketing and procedural aspects, 3 percent in production and technical aspects. It is understood that more number of respondents feel they were not trained in marketing aspects were from KWDC and AWAKE, followed by finance problems, procedural problems, managing manpower and technical aspects.

**Table-11: Modes of training most useful with respect to training Institute in which they were trained**

| Training<br>Institute | Modes of Training most useful |                                  |  |                           |  |                   |                | Total     |
|-----------------------|-------------------------------|----------------------------------|--|---------------------------|--|-------------------|----------------|-----------|
|                       | Counsell<br>ing               | Class<br>Room<br>Orienta<br>tion | Trg. in<br>managi<br>ng small<br>incl. | On the<br>job<br>training | Pract<br>ical<br>demo<br>nstrat<br>ion | Slides &<br>Video | Field<br>Visit |           |
| AWAKE                 | 8(4.14)                       | 5(2.5)                           | 2(1.03)                                | 5(2.59)                   | 3(1.55)                                | 3(1.55)           | 5(2.59)        | 31(16.06) |
| SISI                  | 3(1.55)                       | 1(0.51)                          | 2(1.03)                                | 8(4.14)                   | 5(2.59)                                | 2(1.03)           | 6(3.10)        | 27(13.98) |
| CEDOK                 | 2(1.03)                       | 2(1.03)                          | 1(0.51)                                | 7(13.6)                   | 5(2.59)                                | 5(2.59)           | 2(1.03)        | 24(12.43) |
| KSFC                  | 6(3.10)                       | 2(1.03)                          | 1(0.51)                                | 3(1.55)                   | 2(1.03)                                | 1(0.51)           | 3(1.55)        | 18(9.32)  |
| KWDC                  | 6(3.10)                       | 2(1.03)                          | 1(0.51)                                | 10(5.18)                  | 5(2.59)                                | 1(0.51)           | 3(1.55)        | 28(14.50) |
| Other<br>Vol.Pvt.     | 9(4.66)                       | 8(4.14)                          | 0(0)                                   | 20(10.36)                 | 5(2.59)                                | 10(5.0)           | 13(6.73)       | 65(33.67) |



| Org.  |               |               |         |               |               |               |               |              |
|-------|---------------|---------------|---------|---------------|---------------|---------------|---------------|--------------|
| Total | 34(17.61<br>) | 20(10.3<br>6) | 7(3.62) | 53(27.46<br>) | 25(12.<br>95) | 22(11.39<br>) | 32(16.<br>58) | 193(1<br>00) |

34 percent of the respondents have undergone training in other voluntary private organisations, with 10 percent feel on-the- job training was more useful, followed by 16 percent have undergone training in AWAKE, with 4 percent of them feel counselling was useful and 15 percent are trained in KWDC, with 5 percent feeling on the job training as most useful mode. From the above it can be inferred that private organisations are good at on-the-job training, field visits, classroom orientation etc., followed by AWAKE which is good at counselling, class room orientation, field visits.

### Findings

#### 1) Profile of women entrepreneurs

- 83 percent of women entrepreneurs are in the age group of 25-50, which clearly indicates that the majority of women entrepreneurs are young and middle aged, they have ample scope to further the prospects of their business.
- 67 percent of the respondents are graduated; education is said to be an important variable influencing the entrepreneurial talents.
- 93 percent of the respondents are married; it can be observed that married women entrepreneurs are more. These women entrepreneurs are helped by their spouse by way of moral support, service and financial help.
- 70 percent of the respondents are in sole trading most of them are in both production and service.
- More than 50 percent of the respondents are in business for more than 5 years are dependent on their own sources of funds.
- 83 percent of the respondents are targeting local market, this is because of their socio-economic background.
- More than half of the respondents are operating at one lakh-three lakhs level of turnover per annum.
- Most of the women entrepreneurs have been trained in AWAKE and other private organisations and the duration of the training has been 2-4 weeks.

#### 2. Level of awareness about different institutions and training imparted.

- More than half of the respondents are aware of AWAKE and are aware of it through newspaper, magazines and journals and through friends and relatives.
- More respondents trained in different institutions in different types of training are:
  - AWAKE - EDP
  - SISI - Skill Development
  - CEDOK - Skill Development
  - KSFC - EDP
  - KWDC - Skill Development
  - Private and other - Skill Development
  - Voluntary organisations

#### 3. Perceived benefits and deficiencies from training institutions Benefits:

- AWAKE - overall development, diversification and expansion and increase in turnover.
- SISI - technical skill, diversification and expansion.
- CEDOK - technical skill, overall development and managerial skill.

|                           |   |
|---------------------------|---|
| KSFC                      | -managerial skills and overall development.                               |
| KWDC                      | -technical skill and overall development.                                 |
| Private and<br>Other org. | - technical skill, overall development, diversification<br>and expansion. |

**Deficiencies:**

|                         |  |
|-------------------------|--|
| AWAKE                   | -marketing, procedures, followed by technical and production problems. |
| SISI                    | -marketing, procedures, followed by financial and managing Manpower.   |
| CEDOK                   | -marketing, followed by procedures, financial and managing manpower.   |
| KSFC                    | - marketing, followed by procedures, financial and managing manpower.  |
| KWDC                    | -marketing, followed by financial and managing manpower.               |
| Voluntary organisations | - marketing followed by procedures, financial and managing manpower.   |

**Suggestions:**

1. Education is the key that opens the door in life, which is essentially social in character.
2. Financial aid or loan at a low rate of interest should be made available.
3. Duration of the training programme have to be longer ( more than 4 weeks) so that they can understand clearly and in detail.
4. The training programme adopted by the institutions need to be supplemented by other facilities and services like upgrading skill of entrepreneurs, managing manpower, marketing skills, managerial skills, quality control and research and development.
5. Training institutions should make attempt to find the deficiencies of training programmes offered by them. This should be taken into consideration in order to tailor the training programme according to their requirements.
6. Women entrepreneurs association and all other non-government organisations (NGOs) interested in the cause of promotion of economic empowerment of women should play an active role.

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