I. Review of Literature: In this chapter available data will be classified in four categories, such as international works, National works, State level works and Local studies. Web resources will also be classified separately and by understanding limitations in the previous works. Attempt will be made to focus on feature scope of research.

1. O'Meally-Nelson (1991)\(^7\) in his study on “Small Business Opportunities for Women in Jamaica” revealed that women were concentrated in businesses which required the least capital outlay, or which were an extension of household activities, for example small scale retail or dress making/garment manufacturing.

2. Carter and Cannon (1992)\(^8\) conducted a research to find the reasons for British women starting their own businesses, the problems they encounter, and the successful strategies they employed to overcome them. This is a case study of 60 successful female entrepreneurs and 10 women who closed down their businesses.

3. Baijal and Asoken (1997)\(^9\) in their study: “Banks and Women Enterprises Development: A Comparison of Approaches in India and UK”, say that in India women enterprises are separately defined but in the UK women enterprises do not have any special and separate definition.

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5. Dubhashi (1987)\(^12\) for her study: “Socio Economic Study of Women Entrepreneurship of Delhi”, selected 50 industrial units spread over different kinds of enterprises. The object of the study was to ascertain the socio-economic backgrounds of women entrepreneurs in Delhi.
6. **Chitnis (1999)**\(^{13}\) for the research: “Jain Dharmatil Achar sanhita Karmakand and Ahimsa : Social Science Study”, selected 50 samples and covered Daruwala Pool, Sonya Maruti Chowk, Phadtare Chowk, Kasba Peth and Jijamata Chowk areas of Pune city. The objectives of this research were; The importance of Jain Dharma in social life; Study of Jainism from the perspective of other religions; Study of the Jain principles and their application in the day to day life; Study of the principles applied to promote the spirit of brotherhood; and, to offer suggestions on how to take Jainism to a higher levels of achievement in this era of industrialisation.

7. **Harinarayana (1991)**\(^{14}\) in his study of: “Promotion of Women Entrepreneurs : A Brief Comment”, tried to find out the problems impeding the promotion of grassroots entrepreneurship among women.

8. **Chandra Shanta (1991)**\(^{15}\) carried out the study : *Development of Women Entrepreneurship in India*, which shows that majority of the women though quite young and have all the vigor and time to pursue their ventures, did not belong to business families.

9. **Easwaran Sunanda (1991)**\(^{16}\) in her study *Women Entrepreneurship: A review* observed that the primary motive for engaging in some economically gainful activity by women is a desire for gainful time structuring or more money to support the family.

10. **Samuel (1991)**\(^{17}\) examined the managerial efficiency of women entrepreneurs in food processing units of Madurai district of Tamil Nadu. The study covered 56 women and 10 men entrepreneurs in the urban area; all of them were married and belonged to the age group of 31-50 years. All the enterprises were having a capital investment of less than Rs. 20,000.

11. **George (1991)**\(^{18}\) in her study on *Women Entrepreneurs*, in readymade garments in Ernakulam district of Kerala, covered 80 women entrepreneurs; 92
percent of them were sole proprietors of the units. All of them were married and in the age group of 30-35 years. All units earned profit. It was observed that women entrepreneurs, who had undergone special training in tailoring, could earn higher profits because they could cater to the changing demands of the market.

12. Singh(1992) in her research work: Women Entrepreneurs has stated that due to increased industrialization and technological development in India, women have been displaced from their previously held jobs and have turned to entrepreneurship in order to ensure regular income.

13. Gaote’s (1992) “Entrepreneurship Development: Case Studies of Women Entrepreneurs in Selected Urban Centers in Maharashtra” is divided into two parts. The first part is devoted to the radical framework. A case study of 22 women entrepreneurs has been presented in second part of the study. The focus of the study is on Entrepreneur and not Enterprise.

14. Kirve and Kanitkar (1993) in their work pertaining to rural women discuss the experience of a Pune-based Non-Government Organization (NGO) Jana Probodhini (JP) in developing income-generating activities for rural women through skill training in technical and business areas. The study revealed that the awareness building, which was incorporated as part of the training input, proved extremely useful for the trainees. Subsequent interactions with trainees during the evaluation showed a definite change in the mental makeup of most of the trainees.

15. Tondon (1994) in his “Trends of Women Entrepreneurship in Bombay” has furnished personal details of sample women entrepreneurs. It consists of age group, marital status, income groups and education. Business details of women entrepreneurs included place of business, types of business and investment range of the organization.
16. **Anurup** (1995)\textsuperscript{23} in her research work, “Women Entrepreneurs in Non-traditional Industries/Business in Western Maharashtra”, for which study she had selected 80 women entrepreneurs from Western Maharashtra, used the case study method. In her study she found out that most of the respondents were Hindus and coming from the Brahmin community. This community may have comparatively greater exposure to modern influences and ideas.

17. **Paul** (1996)\textsuperscript{24} in his book: *Entrepreneurship Development*, has stated that the main problems faced by Indian women entrepreneurs are financial constraints, over dependence on intermediaries, scarcity of raw materials, intense competition, high cost of production, limited mobility, family ties and responsibilities, lack of education, skill acquisition and low need for achievement.

18. **Dhameja, Bhatia and Saini** (2000)\textsuperscript{25} did a study on “Women Entrepreneurs: Their Perceptions about Business Opportunities and Attitudes, Entrepreneurial Support Agencies: A Study of Haryana State.” One of the objectives of the study was to ascertain the attitude of women entrepreneurs towards various support agencies. The manufacturing/trading/servicing units, in which the women were the owners or had a majority stake and management control, were considered for this study.

19. **Rathakrishnan and Sellammalle** (2001)\textsuperscript{26} in their study “Micro Women Entrepreneurs and Socio EconomicEmpowerment” made an attempt to analyze the role of women in generating income through micro entrepreneurial activities by the fishing community. It also aimed at highlighting the relationship between entrepreneurs and socio-economic empowerment of the community.

20. **Moitra** (2001)\textsuperscript{27} in “Women and Entrepreneurship” studied the Sundar ban region of West Bengal. She states that Sundarban Khadi and Village Industrial Society in the beginning used to produce hand-made items like chalks tried their hands at batik printing, bag making and so on. They tried to market their individual products since the establishment of the society in 1981 with 9 members. Today they
have 950 women members, have their own head office and operate in 9 blocks of the district.

21. **Arvinda** (2001)\(^{28}\) in “Women Entrepreneurs: An Exploratory Study” takes a sample of 100 women entrepreneurs who were selected by random sampling technique. The twin cities of Hyderabad and Secundarabad were purposely chosen for the study, as the area is the capital of the state. A variety of women entrepreneurs involved in different enterprises were covered.

22. **Dadalani** (2002)\(^{29}\) for *A Study of Women Entrepreneurs in Non-Conventional Line of Business* selected 40 circumstantial and 20 non-circumstantial women entrepreneurs or tiny commercial enterprises in Pune city. The object of the study was to find their reasons for starting the businesses and problems they encountered in running them.

23. **Krishnan** (2003)\(^{31}\) has carried out a research on the subject: “Women Entrepreneurs in Kerala”. The object of this study was to assess the effects of socio-economic status of women entrepreneurship in the state, and the impact of the new economic policy on women entrepreneurs in various sectors.

24. **Gangurde** (2006)\(^{32}\) for her study on "A Comparative Study of Women Entrepreneurs from Business Communities like Parsi, Sindi, Bohri, Marwari Gujarathi and Non-business Community like Maharashtrians working in Pune-Pimpri-Chinchwad Municipal Corporation Areas", selected the samples of the different women entrepreneurs in different businesses, for example construction, postal agency, saree shop, imitation jewelry, ladies Shoppe, catering, insurance agent, nursery, cooking classes, etc. The researcher used snowball-sampling method for selecting the samples.

25. **Vargheese Antony Jesurajan & Dr. M. Edwin Gnanadhas** (2011)\(^{41}\) in their study revealed that husbands/fathers were the main motivators for taking up entrepreneurship.
So motivation of husbands/fathers/family members would certainly prove to be fruitful. Once they get convinced about significance of women entrepreneurship then their attitude will change, their roles and expectations will change and they will provide moral support, necessary guidance and help as needed.