Review of Literature:

"Sara Walton" 2010

Ecopreneurs are those entrepreneurs who start for-profit businesses with strong underlying green values and who sell green products or services. This is an emerging field where research is still in its infancy. Research has been called to the understand the factors that motivate these ecopreneurs to start businesses.

Ecopreneurs were motivated by five factors: their green values; earning a living; passion; being their own boss; and seeing a gap in the market. Ecopreneurs appear to have quite similar motivations to entrepreneurs in general, aside from their green motivation. They had lower level financial motivations than have been found in prior research on entrepreneurs. The ecopreneurs were primarily pulled into entrepreneurship, which bodes well for their ongoing success.

"Malika Das" 2001

This study examined the problems faced by women in two states in southern Indian in the starting and operation of their business, their reasons for starting business, their reasons for succeeding, and the work-family conflicts faced by these women. While many studies in western nations had examined the above issues in the context of women entrepreneurs, very few studies had focused on women from the developing world. This exploratory study indicates that there may be both similarities and differences between the experiences of women from the developing world and the developed.

Some of these differences may be due to socio-cultural differences between India and other nations. For example, the lower levels of work-family conflicts found in this study may reflect the stronger family support systems that these women had and the availability of low-cost household help. Others might reflect differences in economic factors. For example, the Government of India has set up several funding programs specifically for women entrepreneurs and this may account for the fairly large number of women who had used outside funding agencies to start their businesses.
On an international scale, women-owned firms comprise 25-33% of businesses in the formal economy and according to the U.S. Census Bureau of 2001, women are starting businesses at unprecedented rates and the majority are married with children.

Women are active in micro and small-scale enterprise (MSEs) but they face particular problems and challenges in developing their businesses. In addition to those problems faced by all small-scale entrepreneurs, it is commonly asserted that women frequently face gender bias in the socio-economic environment in which they operated. They face additional or at least different social, cultural, educational and technological challenges then men when it comes to establishing and developing their enterprises, and accessing economic resources.

Business owned by women are the fastest-growing sector of new ventures. Nearly half of all privately held firms in 2004 were at least 50% owned by women, according to the National Foundation for Women Business Owners. Between 1997 and 2004, the number of businesses owned by women grew by almost 20%, compared with only a 9% increase overall. But even in these favourable climes, studies have shown that women receive less finding than men from investors—but that is because they ask for it less, the majority preferring to borrow from friends and family.

In women entrepreneurship studies, there is no single generally-accepted definition of what an entrepreneur is. The definition of women entrepreneur varies from one research study to the other, and the various studies of entrepreneurs, specifically women entrepreneurs, do not exhaustively analyze the different criteria related to the definition of a women entrepreneur.

The lack of knowledge of entrepreneurial activity represents an obstacle to understanding the phenomenon of women entrepreneurs. Increasing knowledge on women's entrepreneurial activity in the world will help us to understand the phenomenon
and facilitate the implementation of support programs to help promote the creation of enterprises by women and to develop a favourable environment for entrepreneurial activity.

“Mirjana Radovic Markovic”, 2009

Book "Entrepreneurship – Types of Entrepreneurship and Entrepreneurs," written by Professor Mirjana Radovic Markovic, gives the entrepreneurship a new, more modern not by looking at this concept much deeper than at a set of entrepreneurial activities in small private businesses in which the economic value and profit are realized. The author discusses other aspects of entrepreneurship.

"Pucha Nikoleta” 2008

A team work is a way of the organization work based on common connection, mutual co-operation and a responsibility of the team members' work. As benefits of the team work are considered e.g.: bigger amount of improvement – optimalization process and decreasing cost, more effective solving problems, bigger motivation and personal growth. In the article it is reviewed the team works according to buy and sell term. We define conflicts and suggest their elimination between members of team with use of mediator.

"Bojica Ana Maria" 2010

The existence of gender differences in the creation and management of firms and whether these differences are due to structural barriers or to socialization into masculine and feminine roles has formed the central axis of research on women's entrepreneurship. Nevertheless, there is an increasing number as studies proposing that gendered processes are implicit to organizational structures and that viewing entrepreneurship itself as a gendered activity would provide useful insights on women's entrepreneurship.
“Nandita Laishram” : 2011

Women are naturally endowed with the qualities of entrepreneurship. Maternity is a creative capacity involving risk of life. Maternal instincts generate enormous strength and determination that drive the fear away from them. These characters generate within themselves and not come from elsewhere. Women empowerment becomes reality by nurturing their innate qualities of entrepreneurship. When women bring life into this world, it contributes to the society. When an entrepreneur creates an enterprise it generates employment, create wealth.

“Thaduri Balaraju” 2004

This book is based on an analytical study which is on the theme similar to social scientist. The modern view of entrepreneurship lays stress on the entrepreneurial role from that of the traditional management role. This is the view held by Peter F Druchar:

“Jodyanne Kirk Wood” 2009:

This paper aims to contribute by applying the existing theory on push and pull factors; and using a gender comparative approach to explore the nature of potential gender differences within entrepreneurial motivations.

"Esema Isiaka E."2011

For many researchers, social scientists, and more generally for observers and policymakers, it is taken for granted that the bulk of female labour force, in developing countries, is engaged in the informal sector. As a consequence, it is also admitted that the contribution of women to GDP, and especially to informal GDP, is widely underestimated, because informal sector activities are under-estimated by nature and for methodological reasons, and within the informal sector, female activities are those which are the most difficult to capture and to measure.
"Hoelscher Mark" 2012

Women and minority entrepreneurs face unique problems in that they tend to have little business pre-ownership experience, lower education levels, and higher levels of unemployment. They also tend to be sole proprietors more often, all resulting in lower levels of both financial and human capital resources. Some of this can be helped through very specific training programs which are targeted at specific needs of this particular class of entrepreneurs. Thus both properly focused training and aid from government are needed. However, if the government is to be effective, the involvement must be properly focused and communicated.

"Asghar Afshar Jahanshahi” 2010

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

A large number of women around the world have set up and managed their own businesses. It was not easy for these women to succeed in business. They had to face a lot of difficulties and overcome a number of barriers to become successful in their ventures. They had to deal with discrimination and withstand the skepticism of society, and also put in more effort than men to prove their credibility to others.

"N.R.SHETH” 2010

The concepts of impersonal wealth and devotion to labour were adopted for other programmes of rural development in key areas such as water resources and sanitation.
Harvesting of rain water by recharging wells and tanks was undertaken in hundreds of villages in Gujarat. This work made large areas of drought prone agricultural and eminently fertile and green for the ecology of the population. Families suffering from dire poverty found themselves out of woods. Careful diversion of stagnant water made people less afflicted with mosquitoes and malaria.

"Singh Swapnika" 2003

The rise of feminist ideas has, however, led to the tremendous improvement of women's condition throughout the world in recent times. Access to education has been one of the most pressing demands of these women's rights movements. Women's education in India has also been a major preoccupation of both the government and civil society as educated women can play a very important role in the development of the country.

"Loza Emile" 2011

For too long, the contributions, attributes, and needs of women entrepreneurs, of self-made women, went unnoticed, unexamined, and the subject of a deafening silence. Socialized expectations of the roles that women fulfill and the corresponding antipathy toward women who exercise power and who step beyond those roles; the inequitable burdens upon women as to unpaid work; the masculinization of language, normative standards, and many analytical models that are applied to business generally and entrepreneurship specifically; and other circumstances have underlain and worked to perpetuate this silence.


The book is a document on promoting entrepreneurship amongst potential women and rural entrepreneurs of our country. It is aimed at orienting this category of persons towards concepts, principles and practices of entrepreneurship and self employment. The
ultimate objective is correct a significant fraction of this population to self employment and entrepreneurship as a good career option.

“D.S. Kaushik” 2009

The author has written this book with the aim to find out the entrepreneurial undertakings and their related aspects entailing a lot of efforts which get further necessitated by knew business cum commercial acurrence. It a well known fact that the path to great success is always thought with unseen hardships, obstacles and failures which after come along in the way of aspiring entrepreneur.

This book may prove useful and informative for aspiring and upcoming women entrepreneurs planning the inter the field of fashion designing, export import business small and medium scale textiles business.

“B.L. Gupta, Anil Kumar”, 2009.

Entrepreneurship is one of the fastest emerging areas in the area of education women entrepreneurs covering concept of women entrepreneurship, role of and functions of women entrepreneurs, new and women entrepreneurs a comparative study, women entrepreneurs during five decades, development and growth of women entrepreneurship in India. Problems associated with women entrepreneurship and its remedies, government schemes for women entrepreneurs.

“Moohirima Lal, Sikker Sahai”, 2006

Entrepreneurs are people with vision who recognize and pursue opportunity create and establish new ventures take into account the risks involved, have control over the present and future and have the flexibility with the changing lines. Entrepreneurship is the process by which entrepreneurs establish a business venture for growth and self
development, handsome monitory rewards and an entreprenur, has the power of decision making. Entrepreneurs constitute a change in society. This change is accompanied by growth and increased output, which allows more wealth is be divided among the various participants therefore entrepreneurship leads to increase in the national income of the country and the economic development of the country.

“Beydokhti Abbas Taleb” 2007

The author clearly said in his literature that The Small Scale Industry (SSI) sector is a key of economic growth and contributes substantially to India’s total industrial production; export and employment generation. As a result, 3.6 million SSI units in the country produce over 8000 items and provide employment to about million people. Small Scale Industry unit have weak capital base of their own because they are mostly organize on proprietary or partnership basis and are usually of very small in size. They are poorly placed in the matter of capital formation. It is the fact the success or failure of an enterprises to a large extent depend upon the effectiveness with which financial resource of the firms applied and managed there is positive relationship between a firm’s growth and working capital needs.

“Dick Nato” 2009

The world is near the bottom of a global recession that is causing widespread business unemployment and shrinking government revenues even though present data indicate economics may have reached bottom and are beginning to recover but still unemployment enhancing. Numerous of small scale industries facing huge problems in their balance sheet, the small and medium sized entrepreneur need funds for both expansion and working capital and the company cannot gets its requirement without financial institution. In case of recession financial institution find very difficult to finance the small scale industry.

Working Capital Management has been of greater importance in small scale industries. (SSI) Unit, but most of these have not strong financial market, The Working
Capital practices in small and medium enterprises are more owner centric than professionally managed. Working capital is vital for any business just as blood. In this study it is found that the perceptions about the working capital management differ among business persons small scale industry sickness has repeatedly emphasized the need for adequate working capital.

“Jayshri Kadam’’ 2011

Small Scale Industry encompasses vast scope covering manufacturing servicing, financing construction infrastructure etc. Small Scale Industries is an importance for economic growth in any country, it is more significance to developing country like India. It contributing its increasing share to be national production employment and export. Small Scale Industries is also infected by the problems of raw materials, finance, marketing underutilization of capacity and ignorance of management of working capital, lack of finance has driven many small business units into bankruptcy.

“Namashvayam and Vijay Kumar’’ 2004

Globalizations does not know about provide expanded opportunities in the different part of the world. World becomes a small village due to globalization and liberalization before the introduction of economic reform 1991 following the inevitable globalization With Globalization they are more exposed to serve competition from large scale sector as well as small scale sector.

“Shambhu Ghatak’’ 2008

the present articles deal with micro, small, and medium enterprises and their significance in economic growth and employment generation in the Indian content. This paper present research on how the government for promoting MSMEs changed from protectionism.
“Sohanlal Yadav and Priyabka Srivastava” 2010

In this thesis researcher have found out various reasons which are responsible failure for small scale industry in India. Sickness in the industrial units is no new scenario in the developing countries like India. Experience suggests small scale industry is more prone to sickness as compared to medium is that ignorance towards working capital management and there is imbalance in its financial structure such as current ratio is less than 1:1.

“Sonia” 2009

In this study, Due to Globalization the world has became a small village it provides several things to several people with removal of all trade barriers among countries. Globalizations involve three stages – Trade in goods and services, Movement of capital and flow of finance. In India Globalization mean ‘integrating’ the economy the Country with the world economy. In this content small scale sector is a vital scale sector is a vital constituent of overall industrial sector of the country. Its contribution in production export and employment is very crucial. The main objective of researcher is to evaluate the performance of small scale industries before and after liberalization and compare them with average annual growth rate and to know the impact of Globalization on the performance of small scale industries.

“Mirjana Rudoire – Norkoire” 2009

The author states that in recent years, a record number of writers have been working on life and embracing entrepreneurial careers as an alternative to an inflexible work practical and outdated systems. Although women still face ‘Glass ceiling’ and some how face to achieve a maximum potential.
“S. Jagadees Panoli” 2011

Women’s income in the family is very essential and important for the economic and educational upliftment of the family. Formation and participation of women in self-help. Groups help them to develop entrepreneurship qualities, increase their employment opportunities and the horizon of their knowledge.

“Hollschor Mark” 2012

Entrepreneurial intentions among girls are significant by enhanced through traditional entrepreneurial education programmes. Women entrepreneurs in particular, face very unique difficulties they have family responsibilities, different social and cultural values, largely resulting from a different social orientation of being a mother, caregiver, and evaluating society’s idea of being a women.

“Asghar Afshar Johan Shahi, Bairagi Kachardas Pitamber, Khabd Nawaser” 2010

Women entrepreneurs may be defined as the women or a group of women who initiate or organize and operate of business enterprise. The government of India has defined women entrepreneurs as a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise of women. Economic globalization has encouraged the expansion of female ownership.

“Radovic – Markoire Hirjana” 2011

The progress made by women in entrepreneurship activities world wide is an important factor is be taken into consideration when studying economic development and
social progress. At present, women represent more than one third of all people involved in entrepreneurship activities to female shows this field of research is considered very moral.

“Sawehez Jose” 2010

Gender differences are especially evident in entrepreneurial careers. Inspite of the best that in the last few years there has been a significant increase in the number of new ventures created by women. According to career models, gender is only a background variable indirectly influencing career-related processes in other connected variable.

“AuolioBeatrice E.” 2011

The research conducted on women entrepreneurs is quite extensive in educated countries, especially in the United State, Canada and Thailand Kingdom, but there is not much knowledge on women and their enterprises in LatinAmerican specific studies have been conducted, however, of women entrepreneur in France, Singapore, Russia, Ireland, Puerto Rico, China, Turkey, Hungry, South Africa, Israel, Poland, Germany, India, Lithuania Greece and Australia.

The term women entrepreneur is different to define as there is no accepted definition in the academic sector or common language.

“Misic. H. Ivana” 2011

One of the reasons why women recorded better than men when a it comes to style and effectiveness is the double standard, in which men have greater access than women to leadership roles, requiring mother to be more qualified, than them so as to obtain leadership roles and show better performance in order to maintain those roles.
Another reason why women are more included to the transformational leadership is that it can help women to resolve some incongruity between leadership sides and the female gender role.

“Loza Eimile” 2011

On social and gender discrimination impacts upon women entrepreneurs of colour and diversity in entrepreneurship in the limited states, a 1994 demographic study showing that self employed women to be Caucasian order and married female entrepreneurship appears to be a more frequently studied subject within the discipline of finance than in other disciplines, and resources run the gamut from debt financing to funding angel and venture investors to micro finance. In this way they hope to help women entrepreneurship create sustainable business and to reap and generate the many important benefits that from their benefits.

“Robita Sorokhaibam” 2012

From the standpoint of industry district attract , women owned firms are increasingly represented in all sectors of the economy, including traditionally male dominated fields such as manufacturing construction, transportation and the professional, scientific and technical fields. Reserves point to the growing number of women who are launching growth oriented firms with the potential to provide substantial gains in employment and wealth.