

**‘PROBLEMS AND PROSPECTS OF WOMEN  
ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO  
MSMES IN THE STATE OF GUJARAT’**

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By

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## **CERTIFICATE**

*This is to certify that the synopsis of the Ph.D thesis entitled “Problems and Prospects of Women Entrepreneurship with Special Reference to MSMEs in the State of Gujarat” represents the bonafide work of Ms. Ranjana Singh and incorporates the results of her own research work. This work is up to my satisfaction. This work embodied in this synopsis is original and no part of the synopsis has been submitted previously to this university or any other university for the award of Ph.D. or any other degree or diploma.*

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# **PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO MSMEs IN THE STATE OF GUJARAT**

## **A. ABSTRACT**

### **Purpose**

In Gujarat there exists a dire need to identify various enabling factors, limiting factors and prospective factors which limits/encourages women to pursue their entrepreneurial dreams. This paper aims to identify the above mentioned by interviewing women entrepreneurs of the state of Gujarat.

### **Design/methodology/approach**

Primary and secondary data has been used to achieve objectives of the study. This study has been conducted in the state of Gujarat. A total of 401 sample women entrepreneurs have been interviewed with help of interview schedule from Gandhinagar (North), Kachch (East), Rajkot (Saurashtra), Vadodara (West), Surat (South) and Ahmedabad (Central) to reach to a fair conclusion. Data has been analyzed by using IBM SPSS Statistics 21.0 version and Microsoft Windows 2007 Office Excel Worksheet has been used to present results in form of tables, bar charts and pie charts wherever applicable. For analysis, the significance level is 0.05 per cent. Using the sample data chi-square test of independence is conducted.

### **Findings**

In case of women entrepreneurs in Gujarat education, family and inner zeal and will-power are vital enabling factors which elevate their motivation scale to perform in the state. Most hurdling limiting factors have been dual role in home and business, poor knowledge of government support schemes, ignorance about banking procedures and formalities, poor knowledge of financial management, lack of leisure time and lack of technological skills. With regard to prospect, researcher found that there exist ample prospects in services sector over manufacturing and other trading business.

### **Research limitations/implications**

The research is based on the lands of Gujarat hence language barrier has been most important for the researcher. Besides language other barriers have been approach of those respondents who sought husband's permission to give responses to the researcher, government data as many registered units were mostly shut or women owner respondents showed their inability to respond to the researcher even on repeated approaches made by the researcher because of their personal engagements.

### **Originality/value**

In the literature history of entrepreneurship especially in Gujarat, there is lack of state wide study conducted with special focus on women entrepreneurs. This study is one of its kinds of study which is going to form a basis for many future researches which seek to further study the status of problems and prospects of women entrepreneurs to successfully run and sustain in their entrepreneurial venture. As a suggestion Chief Facilitators Model for Women Entrepreneurship has been proposed by the researcher.

**Key Word** – Entrepreneurship, Women Entrepreneurship, MSMEs, Enabling factors, Limiting factors and Prospects

## **B. BRIEF DESCRIPTION ON THE STATE OF THE ART OF THE RESEARCH TOPIC**

Naidu (2009) advocates that India has 300 million youth and against this number she (India) has only 100 million jobs that are being created<sup>i</sup>. This leads to an employment gap of 200 million. As per Census 2011 data, there has been a substantial increase in unemployment rate from 6.8 per cent in 2001 to 9.6 per cent in 2011 (Punj, 2016)<sup>ii</sup>.

In a country like India, where due to its soaring population Okun's law (Knoteck, 2007)<sup>iii</sup> is appositely applicable which suggests growth slowdown coincides with rising unemployment, problem solving to unemployment is of utmost importance so that the economic growth can be balanced.

Numerous arguments support that unemployment can be one of the major reasons which make policymakers to accentuate the importance of entrepreneurship and make attempts to encourage

larger section of the society including youth, SC, ST, women and retired employees to take up entrepreneurship as an occupation by introducing numerous recent schemes like Start-up India, Make in India, Trade Related Entrepreneurship Assistance and Development (TREAD), Stand-up India, Micro Units Development and Refinancing Agency Scheme (MUDRA), Mahila Coir Scheme and many more. Besides unemployment being the most important driving force for the policymakers to think and rethink about ways in which the concept of entrepreneurship can be instilled among the larger section of the society, there are many other factors which has lead to this. The main reasons for this can be listed as under:-

1. Entrepreneurship becomes a medium to commence innovation and hence accelerates growth in the given economy (Kritikos, 2014)<sup>iv</sup>.
2. Entrepreneurship intensifies the level of competition among the industrial players at a given point of time ((Kritikos, 2014).
3. New businesses boost productivity (Kritikos, 2014).
4. Entrepreneurship becomes instrumental in bringing structural change in existing market by replacing sclerotic firms and with the introduction of whole new set of customers with varied set of needs and hence becomes the engine of future growth process (Kritikos, 2014).
5. Shrinking regularized employment inhibits employment opportunities to majority of youth which becomes a driving force for them to start looking for alternatives that provides the opportunity to meet their need of income generation – starting a new venture and enter into the world of entrepreneurship becomes the most promising alternative for them which they look for.
6. Growth of knowledge economy has generated such market opportunities which can be more effectively developed by new firms than the existing firms. The shift to knowledge based economic activity is believed to be key factor for the metamorphosis of economy of a nation to entrepreneurial economy (Stam & Garnsey, 2007)<sup>v</sup>.

India is one of the largest and fastest growing economies. The abovementioned factors have also driven India to explore opportunities with respect to entrepreneurship for an uninterrupted growth of the nation. To have an unambiguous conceptual understanding let us discuss few important definitions pertaining to this study.

98 per cent of Indian women entrepreneurs are in micro-enterprises (MSME, 2012)<sup>vi</sup>, this fact marks the pertinent role MSME sector plays to project the entrepreneurial potential the '*better half*'<sup>1</sup> (48 per cent of women in Indian Population as per Census 2001<sup>vii</sup>) of the Indian society has. MacRea (2005) as cited by (Smith-Hunter, 2013)<sup>viii</sup> contends that entrepreneurship becomes a preferred outlet for women because of number of disadvantages they face in the mainstream labor market like glass ceiling, unequal wages, inaccessibility to men dominated industries (in which no women are hired purposely because of preconceived notions about women being less productive) and sexual harassments are few to mention (Smith-Hunter, 2013).

This gives rise to basic need to identify status of problems and prospects of women entrepreneurs with special reference to MSMEs in the state of Gujarat.

### **C. DEFINITION OF THE PROBLEM**

It is evident that even though Gujarat has a rich entrepreneurial cultural history since pre-colonial era it does not outperform in the field of entrepreneurship and especially when points like 'Entrepreneurship being Gendered' are raised, Gujarat related facts and figures remains mediocre. This fact of '*10.3 per cent of women entrepreneurs out of a total of 2, 29,738 MSMEs*' makes the author inquisitive about the reason behind this phenomenon. Author is unable to understand the root cause/s of this gap. On an in depth probing author came to the conclusion that in Gujarat there is a dire need of a state specific empirical survey with women entrepreneurs as a focal point. Upon this author seeks to carry out a state wide study with 'Women Entrepreneurs' as subject to peep into their psyche and with their experience sharing to extract details with regard to following research questions–

- What is the profile of the businesses run by women entrepreneurs in Gujarat?
- What are the reasons responsible for women to join or establish business start-up - (Necessity based or Opportunity Based)?
- Does demographic and socio-economic background of women has an impact on their perceptions pertaining to problems they face in the various business related activities?
- What is the size of women owned businesses?

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<sup>1</sup> 'Better Half' refers to women section of the Indian society on basis of gender composition in population.

- What the ratio is, of registered to unregistered firms in case of women owned businesses from the total number of samples collected?
- Does attending Entrepreneurship Development Programmes bring change in the profit of women owned businesses?
- What are the various enabling factors for women entrepreneurs to start-up and sustain in a business?
- What are various important problems faced by women entrepreneurs with respect to – Finance, Personal, Social, Raw Materials, Marketing, Labor, Managerial Skills, Infrastructure, Technology, and Government Support?
- What are the various prospects for women entrepreneurs in Gujarat as a market and culture?

#### **D. OBJECTIVE AND SCOPE OF WORK**

On the basis of extensive reading author has identified objectives of study as under:-

- To study the evolution and development of entrepreneurship in India and Gujarat with special reference to women entrepreneurship.
- To recognize the spread of women run businesses amongst Micro, Small and Medium Enterprises.
- To extract respondents perception on prospects for women entrepreneurs in Gujarat as a market and culture.
- To find out various enabling and limiting factors for women entrepreneurs to start-up and sustain in a business.
- To suggest remedial measures for development of women entrepreneurship in Gujarat.

#### **Scope of the Study**

This study is based on an empirical survey conducted by the researcher in the State of Gujarat.

The study does not intend to study any specific industry rather aim to identify the distribution of women entrepreneurs in the various industries of MSME sector. The purpose of study nowhere intends to identify urban/rural phenomenon of entrepreneurship rather trying to identify state-

wide phenomenon. Owing to the objectives of the study the businesses which were established 2015 or before are included to study. Women Entrepreneurs of both registered as well as unregistered units are considered as respondents because of the fact that the units reflected in government data were either closed, or shut down or the unit is originally run by male entrepreneurs without women, who is apparently the documented owner of the unit, having nil knowledge about the business activity which does not match our definition of women entrepreneurs.

## **E. ORIGINAL CONTRIBUTION BY THE THESIS**

As the researcher probed in the topic concerned and researched the documents pertaining to the topic with special reference to Gujarat, it was observed that not much of the literature is available which gives a clear view of women entrepreneurs and problems and prospects pertaining to them in MSME sector in the state. Against the previous researches this work gives the reader a clear view of problems faced by not any one industry but women entrepreneurs generally who run any sort of business activity in MSME sector in any city of Gujarat. This piece of work in a nutshell gives the reader to capture the demographic profile, profile of businesses, enabling factors, problems women face in running their businesses on day to day basis and prospects lying in Gujarat for prospective women entrepreneurs which has not been presented in any previous research by any researcher or government agencies with special reference to the state of Gujarat.

Researcher is indebted to the women entrepreneurs and government and non government representatives to facilitate the researcher selflessly to make this study possible.

## **F. METHODOLOGY OF RESEARCH, RESULTS / COMPARISONS**

The size of women entrepreneurs in Gujarat as per 4<sup>th</sup> All India MSME Census Survey is 23629. Out of these with confidence level 95 per cent the sample size calculated is 378. With an aim to be more accurate researcher decides on the sample size of 425 with simple random sampling.

In Pilot Survey researcher identifies that as per the list the enterprises which are mentioned on women entrepreneurs name as proprietor is actually run by male members of the family. This way researcher came across many proxy enterprises. This leads the researcher to switch to non-probability sampling method of data collection i.e. Snowball sampling.



During data collection the responses have been recorded with the help of structured interview schedule. Researcher has collected data from six cities [North (*Gandhinagar*), East (*Vadodara*), West (*Kacchh and Rajkot*), South (*Surat*) and Central (*Ahmedabad*)] of Gujarat. These six cities have been selected owing to the judgement made by the researcher on the basis of the data procured from State Industries Commissionerate, according to which maximum women entrepreneurs in each region is found in the selected cities. In Northern region of Gujarat, Gandhinagar has been selected even when maximum participation has been recorded according State Industries Commissionerate data is by Banaskatha. It is because Gandhinagar is the capital city which makes it important for the researcher to analyze the status and viewpoint of women entrepreneurs in the capital city.

The bifurcation of city wise data among these cities is:-

<b>Label No.</b>	<b>Name of City</b>	<b>Region</b>	<b>Number of Respondents</b>
<b>1</b>	Ahmedabad	Central	145
<b>2</b>	Surat	South	65
<b>3</b>	Rajkot	Saurashtra Peninsular	58
<b>4</b>	Vadodara	East	56
<b>5</b>	Kachch	West	48
<b>6</b>	Gandhinagar	North	29
<b>Total</b>			<b>401</b>

Table.1 Data collection from different cities/regions

Primary data has been collected with the help of structured interview schedule which have been responded by women entrepreneurs as respondents and secondary data has been collected from number of institutions (as mentioned shown in Table.2) and internet based government reports.

<b>Organization Visited</b>	<b>Type of Primary/Secondary Data Received</b>
Industries Commissionerate	List of Registered MSME Units
Gujarat Women Economic Development	Data pertaining to State Specific Schemes

Corporation , Gandhinagar	
Gujarat Livelihood Promotion Company Ltd, Gandhinagar	Data regarding unregistered women entrepreneurs and data pertaining to State Specific Schemes
Gujarat Chamber of Commerce and Industries (Ahmedabad and Surat)	Data regarding unregistered women entrepreneurs and data pertaining to State Specific Schemes
Centre for Entrepreneurship Development	Data pertaining to State Specific Schemes and data related
IIM-A Library	Material pertaining to Review of Literature
Entrepreneurship Development Institute of India	Data pertaining to State Specific and Centre Specific Schemes
International Centre for Entrepreneurship and Career Development (ICECD)	Reports generated by ICECD in collaboration with institutions like IDBI, UNESCAP etc.
Central University of Gujarat Library	Material pertaining to Review of Literature
MSME Department , Ahmedabad	Data pertaining to State Specific Schemes
NGOs in Kachchh, Rajkot and Surat	Data regarding unregistered women entrepreneurs and data pertaining to State Specific Schemes

*Source – Primary Source*

Table.2. Organizations and Primary/Secondary Data Received

## Statistical Tools of Analysis

The primary data collected with the help of schedule, are analyzed using SPSS and MS Excel. Various tools like frequency distribution, cross tabulation, percentages, graphs, chi-square, etc. are used for the purpose of analysis. Tabulation and graphical presentations are used for better understanding of the results. Since most of the data are category variables, chi-square is used for testing hypothesis.

## **G. ACHIEVEMENTS WITH RESPECT TO OBJECTIVES**

Researcher has framed 10 hypotheses to obtain findings for the set objectives. Following table highlights the achievements with respect to the set objectives:-

<b>Hypothesis and Sub-hypothesis</b>	<b>Test Applied</b>	<b>Chi-square value &amp; p-value</b>	<b>Finding</b>
H1 <sub>0</sub> – Size of the business and age of women entrepreneurs are independent.	Chi-square test of independence	$\chi^2 = 23.73$ , p < 0.05	Null hypothesis is rejected
H2 <sub>0</sub> – Size of the business and education level of women entrepreneurs are independent.	Chi-square test of independence	$\chi^2 = 21.85$ , p < 0.05	Null hypothesis is rejected
H3 <sub>0</sub> – Size of the business and husband's occupation of women entrepreneurs are independent.	Chi-square test of independence	$\chi^2 = 16.14$ , p > 0.05	Null hypothesis is not rejected
H4 <sub>0</sub> – A belief of 'Education' as an enabling factor is independent of Lack of Technological Skills as a problem in women entrepreneurs	Chi-square test of independence	$\chi^2 = 9.586$ , p < 0.05	Null hypothesis is rejected
H5 <sub>0</sub> – Dual role problem for women entrepreneurs is independent of their age as an effectual variable.	Chi-square test of independence	$\chi^2 = 11.52$ , p < 0.05	Null hypothesis is rejected
H6 <sub>0</sub> – Poor knowledge of Government Schemes is independent of ignorance towards banking procedures and formalities among women entrepreneurs in the state.	Chi-square test of independence	$\chi^2 = 3.99$ , p < 0.05	Null hypothesis is rejected
H7 <sub>0</sub> – Ignorance towards banking	Chi-square test of independence	$\chi^2 = 16.024$ ,	Null hypothesis is

procedures and formalities is independent of age of women entrepreneurs as an effectual variable.	independence	$p < 0.05$	rejected
H8 <sub>0</sub> – Poor knowledge of financial management is independent of education of women entrepreneurs as an effectual variable.	Chi-square test of independence	$\chi^2 = 17.886,$ $p < 0.05$	Null hypothesis is rejected
H9 <sub>0</sub> – Lack of technological skills as a problem for women entrepreneur is independent of lack of need of achievement in women entrepreneurs as an effectual variable.	Chi-square test of independence	$\chi^2 = 6.052,$ $p < 0.05$	Null hypothesis is rejected
H10 <sub>0</sub> - Prospect in service and manufacturing business is independent of current type of industry in which women entrepreneur own their business venture.			
Sub Hypothesis for H10 <sub>0</sub> are the following:-			
H10A <sub>0</sub> - Prospect in service industry businesses is independent of current type of industry in which women entrepreneur own their business venture.	Chi-square test of independence	$\chi^2 = 10.45,$ $p < 0.05$	Null hypothesis is rejected
H10B <sub>0</sub> - Prospect in manufacturing industry is independent of current type of industry in which women entrepreneur own their business venture.	Chi-square test of independence	$\chi^2 = 25.384,$ $p < 0.05$	Null hypothesis is rejected

Table.3. Hypothesis testing for achievement of objective

## **Findings:-**

On the basis of data analysis the following findings have been observed:-

1. There is significant shift from micro to small and medium enterprises with the increasing age among the women entrepreneurs of the state. It is due to higher need of achievement with increasing age.
2. Size of business of women entrepreneurs is dependent on their education level. Micro sector observes participation of women entrepreneurs who are illiterate to those who education up to post graduation. Education level among women entrepreneurs of small and medium sectors observes no participation at all from illiterate women and in micro sector women of lower education level gets limited. Small and medium enterprises observe maximum participation from those women entrepreneurs who have a minimum education level of graduation or beyond.
3. There does not exist any significant relationship between size of business and husband's occupation.
4. Most important enabling factors for women entrepreneurs are (i) 'Education' (83 per cent), followed by 'Family' (77 per cent), 'Inner zeal and will power' (75 per cent), 'Finance' (62 per cent) and 'Prior Experience' (61 per cent).
5. 89 per cent of those women entrepreneurs who believe that they lack technological skills also believe 'Education' to be one of the most important enabling factors for women to run a business and survive in it successfully.
6. In Gujarat women entrepreneurs face maximum of general financial problems followed by financial problems due to personal interest and at last socio-financial problems.
7. Out of these important problems few are general problems (lack of working capital and cut throat competition) which are faced by all (irrespective of gender) those who are involved in business as an occupation, but there are few imperative women specific problems which are faced by women more over men counterpart. These are dual role in home and business, poor knowledge of government support schemes, ignorance about banking procedures and formalities, poor knowledge of financial management, lack of leisure time and lack of technological skills.

8. As the age increases this problem increases till the age of 45. 36 years of age to 45 years is the age bracket where almost 85 per cent of women entrepreneurs are observed facing this problem due to increased family and business responsibilities. After this stage from the age group of 46 years and beyond when children are out of their education, they (children) also become a helping hand in business of their mother and hence contribute in managing the business which lessens the problem of dual role in family and business for women entrepreneurs.
9. Those women entrepreneurs who agree to be ignorant about banking procedures and formalities also tend to be agreeing that they possess a poor knowledge of government schemes. This reflects that personal characteristics play an instrumental role when it running and making effort to sustain in business.
10. Ignorance about banking procedures and formalities is found more in women aged from 36-45 years of age (67 per cent) against other counterparts. It is due to the fact that during this period women remain more dependent on their husbands for financial matters and pay less attention on and eventually generates ignorance about banking procedures and formalities.
11. The problem of poor knowledge of financial management is found prevailing in the women entrepreneurs with lesser education level like illiterate (75 per cent), below matriculation (67.50 per cent) and matriculation (76 per cent). Women entrepreneurs with higher education level are found having lesser problems related to poor knowledge of financial management as visible in table.
12. According to 80 per cent of respondents' most promising/prospective factors has been increasing awareness of women towards economic independence and increasing number of successful women (irrespective of their occupation) in society.
13. Those women entrepreneurs who currently own business in service industry believe to have confidence on 'Service Industry' to grow further and having bright prospects for especially women entrepreneurs.
14. Those women entrepreneurs who already own a business in manufacturing industry have high expectations of growth in manufacturing industry especially in business activities like manufacturing of handicraft based items and *farsaan* (Snacks) making business activities especially in Gujarat as a market.

## **H. SUGGESTIONS AND CONCLUSION**

The research analysis and interpretations have come to the conclusions that the situation of women entrepreneurship definitely needs an improvement especially in Gujarat because although there are many indicators which highlight situation of women entrepreneurs better than before (especially the trend of increasing number of women owned enterprises every passing five years especially in the year 2011-2015) but there are various problems they face which calls for immediate solutions for encouraging more and more women to participate in the economic shaping of the nation. The researcher suggests following solutions to the important women specific problems on basis of observation made during the survey –

1. For the problem of dual responsibility in home and business, the most important contribution should come from self. Women should start learning time management. They should start making their family members to become self sufficient especially husbands and children (Dhameja, 2002)<sup>ix</sup>.
3. Cooperation from family members and especially husband and parents can be sought by the women entrepreneurs to accordingly manage her presence at required.
4. It can also get a solution by making use of suitable technologies which will enable women to manage her home and family responsibilities. Like the use of automated equipments for domestic use, use of upgraded technological installations at workplace can prove miraculous in managing work and home.
5. Women should have positive attitude, team building, courage, guts of facing the failure and independent in thinking.
6. The society needs to extend its cooperation to a woman in the same way the way a man gets cooperation from family and society when he leaves home to earn bread and butter for his family.

7. In case of a married woman, a husband become most important person whom she looks upto to get a support of shared responsibilities for household and business work. During the survey most women quoted that they receive immense support from husband to carry out a day's work. This proves that this is a workable solution. Therefore researcher recommends the husbands of a working woman and more specifically a woman entrepreneur in this context to extend immense support to the woman of his life to successfully handle their ventures.

8. Old aged family members especially those who are retired from their jobs can also be of great help to the woman of the family by providing a helping hand in managing either business or home in their little ways wherever they can. It can be eventually keeping them busy even in their retiring ages which many times give them a sense of pride and sense of self actualization.

9. Yogendrarajah (2011) <sup>x</sup> in his study based in South Africa indicated a positive relation between micro-credits and women entrepreneurship hence widening of micro-credit facilities to women entrepreneurs.

10. In Mundra while covering Kachch region, it is found that the companies are training women to generate varied sorts of skills among them so that these women eventually generate income by making use of these skills. Also it was observed that these companies also extend financial assistance to these marginal women entrepreneurs to set their start up as part of Corporate Social Responsibility. As part of Corporate Social Responsibility companies may extend working capital facility too to these marginal entrepreneurs. This can be done by linking these women entrepreneurs to the banks with which company deals. These banks may provide micro credits to these women entrepreneurs. For any default on credits faced by these banks from these marginal women entrepreneurs, company may repay as part of CSR act. Not only this, the company may form specialized teams which may consult these women entrepreneurs on various aspects like finance, raw material procurement, linking to the industry players, rendering training services etc.

11. Shopping Centers should be provided to women entrepreneurs at subsidized rates



12. Government Exhibitions which are organized for small entrepreneurs should give relaxation to small women entrepreneurs and should deal impartially and give equal treatment alike male entrepreneurs.

13. Women entrepreneurs who are into manufacturing sector should get more credit period in terms of purchase of raw material. Also the credit availability should be extended for longer period to women entrepreneurs who are into the business of distributorship and retail businesses.

14. Aggressive TV/Radio/Newspaper/Posters/Hoardings/Bill Board commercials will be the best solution for curbing the problem poor knowledge of government support schemes as women hardly finds any such medium being used for information circulation to industry wide women entrepreneurs of each level about the schemes pertaining to women entrepreneurs'. Unless the beneficiary knows about the schemes in place there is not any purpose of bringing one in the system.

15. Role played by Women's Wing of Gujarat Chamber of Commerce and Industries, Entrepreneurship Development Institute of India, Centre for Entrepreneurship Development, SEWA, FICCI are phenomenal. But many times these remain untouched from the real set of beneficiary especially those who are away from the cities where these institutions are located. For this reason aggressive marketing done by these institutions for spreading information on variety of scheme for the benefit of women entrepreneurs needs to be practiced.

In nutshell the researcher is proposing '*Chief facilitator Process*' as a possible solution. It is a process identified on the basis of judgement of researcher by studying three aspects in the study – Enabling Factors, Problems faced and Prospective Factors. It shows a process of creating an empowering environment to women entrepreneurs which starts with the very basic entity of this process i.e. the woman entrepreneur self. Second important facilitator is the family as identified in the enabling factors which has to play specific role specified in the process Fig. 1. Third important entity is the government bodies and variety of institutions and appeals them to play specific role as mentioned in the process which will further empower the women entrepreneur. Last but not the least is the already established women entrepreneurs who have proved to be immense source of motivation as found in the prospective factors (Finding.12).

The researcher with the help of this process recommends that if the chief facilitators play specific roles prescribed in this process, the status of women entrepreneurs can be improvised from the current. Then it is believed Gujarat will also be able to observe industry wide equal economic contribution from women entrepreneurs.

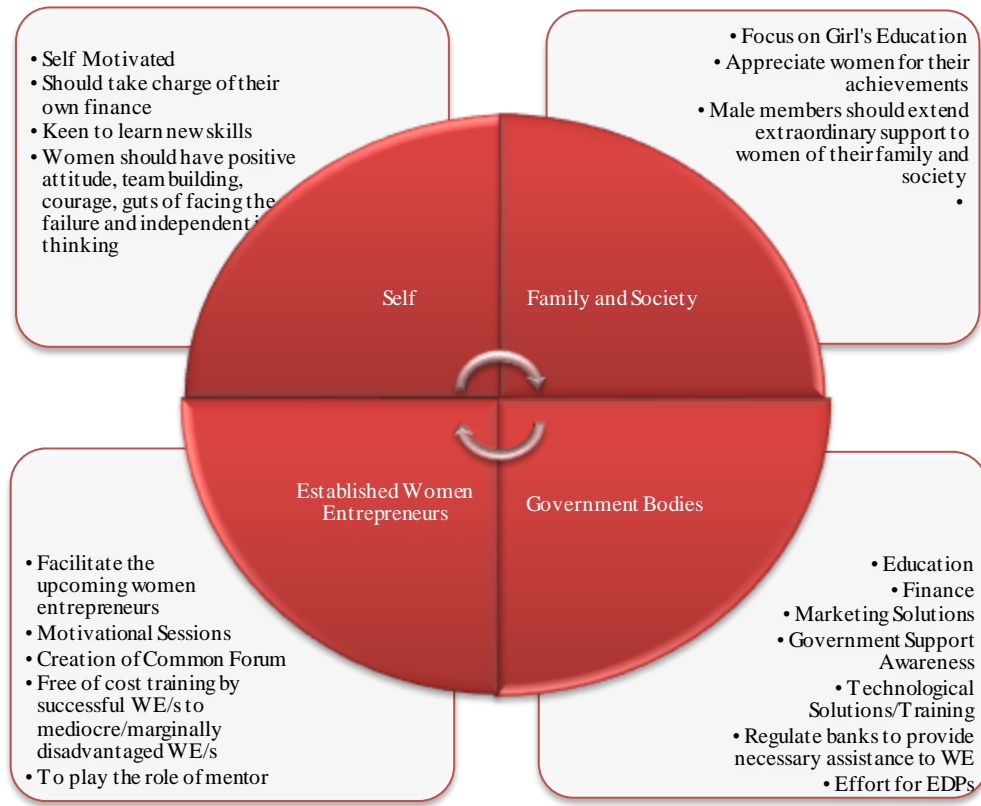


Fig.1. Chief Facilitator Process of Women Entrepreneurship

## Conclusion

Gender gap in entrepreneurship is one of the major research interests for most of the economic researchers. Especially in underdeveloped and developing economy it is firmly accepted that women entrepreneurship is one best alternative to resolve the problems arising from poverty. Not only that but it has the potential to create new jobs, nurture creativity and according to few experts it greater female economic independence leads to geopolitical stability and world peace (Caplan, 2011)<sup>xi</sup>. An enriched women entrepreneurship does not only prove to an economic solution but becomes solution to various social retardations like crime against women (human

trafficking, domestic violence, glass ceiling and varied discriminatory practices etc) and engenders personal autonomy and empowerment.

The researcher has carefully studied the enabling factors, the important problems both general and women specific and the prospective factors which according to the participating women entrepreneurs have encouraged the women entrepreneurs to keep going in their business endeavor. In case of women entrepreneurs in Gujarat education, family and inner zeal and will-power are vital enabling factors which elevate their motivation scale to perform in the state. Most hurdling limiting factors have been dual role in home and business, poor knowledge of government support schemes, ignorance about banking procedures and formalities, poor knowledge of financial management, lack of leisure time and lack of technological skills. With regard to prospect, researcher found that there exist ample prospects in services sector over manufacturing and other trading business.

Researcher has filtered the overlapping points and presenting 'Chief Facilitator Process'. The desired economy and social equality to women is achievable if the 'Chief Facilitator Process' is adopted and regulated with genuine efforts.

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