

CHAPTER- 10

SUGGESTIONS, RECOMMENDATIONS AND CONCLUSION

The analysis and findings in chapter 9, reveal that the society of the study area is witnessing gradual and slow growth along with transformation. The seeds of entrepreneurship are sprouting even in spite of problems of enterprising social sectors. The analysis of socio-economic factors shows that the process of entrepreneurship formation in Sonitpur district is not restricted to any particular age group and caste group. The overall conditions of women entrepreneurs in Sonitpur district are optimistic. There is an indication of sound foundation of entrepreneurial activities of women, with a prospect of growth. Keeping this view, much more stimulating environment must be created for the speedier development of entrepreneurship even among all the remote segments of society.

10.1: Suggestions:

- Sound and continuous promotions of women entrepreneurship must be given priority to help in solving problems of unemployment in unorganized sector. Because entrepreneurship among women will not only enable them to get better jobs and economically self-sufficient, but at the same time, society will also gain by their creative and risky decisions.

- The mind-set of the society in the study area must be changed over women. The burden of family i.e., caring of children, day-to-day household activities, etc. should be equally borne by all family members.

- It is not the money matter only; it needs education and awareness among the people for entrepreneurship development in the society of the study area. The education system is responsible for preparing young people/first generation to build their successful lives. Expansion of entrepreneurship education is must. Because it explicitly prepares students to identify and address challenges and opportunities.
- Entrepreneurial orientation program in H.S. and College level must be included.
- To increase infrastructural facilities, more commercial as well as industrial estates should be set up with well equipped facilities in various places (Block wise) of the study area.
- Raw material hub should be set up in both urban and rural areas so that the entrepreneurs can purchase required raw materials at lower prices.
- Workshop should be arranged in different places with the help of successful and renowned women entrepreneurs of different fields to increase entrepreneurship development among women.
- To get positive effects of government schemes and policies on women entrepreneurship development, government must give emphasis on publicity of various schemes announced from time to time to encourage women to avail government sponsored schemes for entrepreneurship development.
- Publicity should be done not only in Block level but also in grassroots level i.e., from Gram Panchayat level to increase the participation of women in entrepreneurial activities. Mass publicity of latest information of entrepreneurship development on online and offline have great importance. Information centre at

block levels must be set up to provide the benefits of latest schemes and policies to the all areas (Rural and urban) of people.

- Regular monitoring and supervising of implementation of these schemes is very important.
- Training programmes on traditional and non-traditional fields for entrepreneurial activities (irrespective of age and education) must be increased by providing stipends as incentives. It will definitely increase the participation rate of women. Training programmes must be related with the changing environments of the country and economy.
- DIC, MSME, PMKVY, etc. should provide adequate training for different sectors in different places mainly in rural and backward areas so that women can easily choose to start a project requiring managerial skills, necessary financial support, credit related security, borrowing opportunities, etc.
- There should be frequent interaction between development agencies, respondents, expert from outside in relevant areas, which will be of much help for the success of entrepreneurship.
- The role of financial institutions has great significance on the development of women entrepreneurship. Different financial institutions should create a supportive environment and enabling framework needed for healthy and sound entrepreneurship. Since women cannot provide required collateral for availing loan from financial institutions in the study area as this district is underdeveloped and based on agricultural sector; therefore, financial institutions must be more pragmatic about it by providing loan after considering feasibility and profitability

of their business. It is imperative to liberalise loan procedures and formalities for women entrepreneurs.

- In case of sanctioning and disbursement of loans, there should not be no delay by the state agencies when a project has been accepted for financial assistance.
- Marketing facilities such as sales, purchases and other required support for timely start of an enterprise, etc. are necessary for respondents. Government/NGOs should give emphasis on that.
- To enlarge the participation of women in small and medium enterprises a stronger coordinated role of government, financial institutions, NGOs and educational institutions with an integrated approach is needed. Women need encouragement and support not only from the family members but also from the society, financial institutions, and government. Easy credit system, low rate of interest, collateral free and adequate marketing facilities should be available.
- To speed up women entrepreneurial activities, the first-generation women entrepreneurs should publicize their work and experiences. They must share their success stories in the newspaper, magazine, journals, e-journals, etc.
- Since the numerous challenges and opportunities provided to the women of 21st century is growing rapidly, so the job seekers are gradually turning into job creators. With the growing recognition that women have, unique talents, which could be harnessed for development and for creating employment opportunities for others, who are not suited for an entrepreneurial career, developing women as entrepreneurs has become indispensable part of the national development planning and strategies. Therefore, policies and schemes that have been undertaken by the

government should be formulated in such a way that the entrepreneurship among women could be increased with the pace of economic development in the 21st century.

10.2 Outcome of the study:

The outcome of the study is that it reveals the causes of slow development of women entrepreneurship in Sonitpur district of Assam. This study provides a picture that in spite of opportunities, the main challenges of women entrepreneurs are: raising funds, social and cultural problem, lack of infrastructural facilities, gender biases, absence of entrepreneurial aptitude, fear of success, lack of education and lack of motivation, stiff competition, running capital, pricing problem, marketing problem, lack of mobility, scarcity of raw materials, time management on business and family, low-risk bearing abilities and day to day problem, lack of awareness about government schemes and policies, use of new technology related problems followed by repayment of loans.

Moreover, this study will help government and NGOs to take adequate and active policies and measures regarding the promotions of entrepreneurial activities among women. The students belonging to under graduate academia level and above that may find the significance of the study for understanding the various aspects of women entrepreneurs.

Table-10. 1 Hypothesis summary:

Sl.No.	Hypothesis	Result
1.	The level of education has no significant impact on the growth of income of women	Rejected

	entrepreneur of the study area.	
2.	Location of the business has no significant impact on the growth of income of women entrepreneur of the study area.	Accepted
3.	The measures taken by the government are not sufficient for the sustainable growth in income of women entrepreneurs in the study area.	Accepted

10.3 Conclusion:

Sonitpur is an underdeveloped district of Assam. Its demography is not entirely homogeneous as several linguistic, religious and ethnic communities and groups live in there. Though infrastructure facilities are not sound, yet women entrepreneurs are moving ahead in all spheres with determination and focus. They are not only venturing into the traditional (or conventional) business ideas, but also, they are ready to explore various non-traditional (unconventional) fields and prove their best capacity. The government assistance is found beneficial to a small section of respondents in urban and rural areas and also in educated women. Due to lack of awareness, complicity in procedural formalities, lack of transparency and not getting benefits on time from government schemes and delay in implementation of policies discourage women to move one step ahead in starting and running enterprises. The impact of government policies and schemes are not favourable. Moreover, due to the ignorance, illiteracy, collateral, lengthy procedural complicity and not getting the facilities on time, low repayment period, respondents were not interested to avail loans from financial institutions. Studies indicate that most of the respondents (on their personal front as individuals) are less likely to perceive themselves as the entrepreneurs and avoid supporting systems like training and courses targeted at the “entrepreneurs”. The impact of family life and child care (on their personal front), as well as the lack of high-profile role models are other limiting factors in the study area. Women’s traditional “care-giver” roles; inequality in the sharing of these roles between men and women (stereotyping and hypocrisy) both at the home from and outside the home, continue to serve as the key constraints to women’s economic empowerment in the study area. Progress on these challenges can bring in a real

difference to ensure equality and empowerment for women and it will ultimately help in building sustainable economies through the development of women entrepreneurship in the study area. Moreover, the positive contribution of women entrepreneurs to GDP will reduce social inequalities and will help in increasing standard of life of households. According to researcher, women entrepreneurship will help to achieve women empowerment in true sense.

Recommendation:

Further, research is needed to gain more insight into the motivations and inducements so that women aspire for carrier in business in the study area. Moreover, future areas of research could be the rate of success of first-generation women entrepreneurs.