

Women Entrepreneurship and Support Systems

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ABSTRACT Entrepreneurship amongst women has been a recent development. The entrepreneur is a person who has enterprising quality, takes initiative and establishes an economic activity or enterprise. Starting and operating a enterprise involves considerable risk and effort on the part of the entrepreneurs, particularly in the light of high failure rate. The enterprises started by women are so greatly influenced by the decisions and desires of the members of the family. Women entrepreneurs who receive support from family, relatives and other support systems could manage their own enterprises successfully. An attempt was made in this study to examine the role of family for successful women entrepreneurship. The data was collected from the women entrepreneurs of Kadapa district. Case-studies were also collected for indepth analysis. The results revealed that women need for effective enterprise management, a large quantity of co-operation and encouragement in the sphere of activity, at all levels – home and in society and from governmental organisations.