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Research Paper | Entrepreneurship

A STUDY ON EMPOWERMENT OF WOMEN ENTREPRENEURSHIP IN PUDUKKOTTAI DISTRICT

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ABSTRACT

Entrepreneurship is a powerful tool for economic development of country like India. Entrepreneurship is the ability to perceive an opportunity, the foresight to see some scope for its exploration, the courage to undertake the taste and initiate and daring to take risk. In a fast developing country like India, the force of commercialization, modernization and industrialization are actively operating and transforming the traditional modes of production into modern capitalistic enterprises. Entrepreneurship among women has picked up momentum in recent years. The role of women in productive activities in India has been increasing over the years however the total number of enterprise run by them is in significantly. 90 samples were selected from Pudukkottai district analyzed by using chi-square. The success level and their education were compared by this study.

KEYWORDS : ***Entrepreneurship, Pudukkottai district, Women.***

INTRODUCTION

Empowerment means that women live their own life in way that the think appropriate on the basis of their condition of family circumstances, qualities and capabilities of which they themselves are the judges. When women moves forward, the family moves, the village moves and also the national moves forward fact that only. These words of pandit Jawaharlal Nehru are often repeated because it is an accepted when women are in the main streams of progress the economic development becomes meaningful.

The beginning of the present century has witnessed and ever increasing awakening amongst women. The movements for their emancipation have become reality. The ever increasing needs of the family and spiral rise in the cost of living have made men to realize that opportunities shall have to be identified where women can play equally productive and responsible roles. Women therefore have been allowed to cross the barricades as active participants in social well-being. Opportunities to women are in abundance now.

Women become entrepreneurs in two manners

1. by choice 2. by the necessity of force

By choice

For their empowerment and freedom

To establish their own rules for their work

By the necessity of force

To share their family economic burden

To improve the quality of their children

Due to the death or sickness of their husband/ father

Women entrepreneurs

In spite of the substantial strength of women population in India their role in developing a business or industry is more important. The being for a woman has been mortgages to the wishes of her husband and family. Since there is a change in the trend now, it is realized that women have to play their role in the economic main stream of the country. The reason of this change is the increases in the educated women and their desire for economic independence.

Problems of women entrepreneurs in India

- Lack of skills and knowledge in business administration
- Lack of confidence
- Socio-cultural barriers
- Changes in marketing conditions
- Insufficient training
- Family conflicts

Supportive measures and schemes for women entrepreneurs are

Direct and indirect financial support

1. Nationalized banks
2 .State finance corporations
3. State Industrial Corporation
4. District industries centers
5. Small industries development bank of India (SIDBI)
6. State small industrial development corporation (SSIDC)
7. Mahaila udyan Nidhi

Top leading business women entrepreneurs in India

Listed in alphabetical order

Serial. No	Name	position	Company/intuitions name
1	Akhila srinivasan	Managing director	Shiram investment ltd
2	Chandra kocchar	Executive director	ICICI Bank
3	Ekta kapoor	Creative director	Balaji tele-films
4	Jyoit naik	president	Lijjat papad
5	Kiran mazumdar	Chairman& managing director	Biocon
6	Lalita d gupte	Jointmanaging director	ICICI
7	Naina lal kidwai	Deputy CEO	HSBC
8	Preetha reddy	Managing director	Apollo hospitals
9	Priya paul	chairman	Apeejay parkhotel
10	Raj shreepathey	chairman	Rajsreesugar& chemical ltd

SCOPE OF THE STUDY

Women entrepreneurs provide lot of hope and scope for the uplift-

ment of society and nation as a whole. Fifty percent of population of any country comprises of women. If the entrepreneurial skill of this segment of population is not utilized popularly, it would lead to utter wastage of precious resource base of the country like India. They also became aware of their rights and duties with the increase level of education. Since they do commendable job and they came forward breaking the glass ceiling. The present study throws light on the women entrepreneurs in pudukkottai town as well as the key factors lead to women to undertake entrepreneurship. It also focuses on major issues and challenges to be addressed for the future development of the women entrepreneurs. The study is mainly based on the primary data collected from the women entrepreneurs.

REVIEW OF LITERATURE

[1] Dr. A.Vijayakumar, S.Jaya chitra points out LPG liberalization-globalization-privatization) play an important role in emerging trends for women entrepreneurs. Government of India has introduce national skills and developmental policy in national skill development mission in 2009 in order to provide skill, training, vocational education and entrepreneurship development to meet the emerging trends in future due to the emerging work force**. pp. No: 014 international journal of development research vol.3 April 2013 'Women entrepreneurs in India- emerging issues and challenges'.**

[2] Agarwal and Deepthi points out those women face many critical in the process of moving their families out of poverty. So the women need to be viewed not as beneficiaries but also to active as participants in the process of development and change. Empowerment of woman can be achieved effectively. There is a need of systematic strategy seeking to change the social attitudes towards improves women's self-perception social welfare **vol.48, no.4, July 2001**

[3] **DR. s. tarakeswara rao, prof. G. tulasi rao and MR. M.P. suri ganesh journal of commerce; vol.3 no.3 ISSN: 2218-8118-2220-6043** suggest that is to promote the self employment among rural women's and providing the skills training in vocations to improve the environment and the SHG is the only programme to improve their empowering rural women.

[4] Try and try again should be the mantra when the entrepreneurs encounter the failures. Entrepreneurs are always the innovators and creators in order to foster creativity and innovation; you must also instill discipline and control. And one who has a wealth of business knowledge and increased odds for future. **"enterpreneuriel development an introduction" 2004 ICFAI university press edited by sunil gupta**

STATEMENT OF THE PROBLEM

Establishing and managing an industrial unit or business require enough effort and risk. The risk can be both financially and economically very high for the women entrepreneurs. The risk perhaps is even greater as she has additional problems being in a male dominated area having few role models and lacking confidence in her business skills. In spite of so many hurdles and limitations the participation of women entrepreneurial activities is steadily increasing. Government recognized this particular section as a source of potential entrepreneurs and also as a special target group to develop. Accordingly different development agencies have come up to assist them.

OBJECTIVES OF THE STUDY

- To study the factors influencing women entrepreneurs to start a business.
- To identify the socio- economic background of the women entrepreneurs.
- To assess the nature and type of enterprise operated by the women entrepreneurs.
- To find out the association between their success with their personal variables.
- To examine the problems of women entrepreneurs in the study area.
- To give some practical suggestions this would help them to improve in future.

METHODOLOGY

For the present study relevant data have been collected from both primary and secondary sources. Primary data have been collected from selected sample women entrepreneurs through formal interviews and questionnaires. Secondary data have been collected from the sources like published data in books, journals, report and newspapers.

Sampling design

The most treacherous part of the research is the selection of suitable sample. Since there is no official data regarding the women entrepreneurs, it was decided to adopt the stratified disproportionate random sampling method. The address of the women entrepreneurs were collected from DRA, VSRO. Accordingly the pudukkottai area, it was divided into 39 wards. From 39 wards 90 samples were selected. Before launching the interview schedule, pilot study was conducted and necessary corrections were made in the interview schedule.

Statistical analysis

Percentage analysis is applied in the study. The association relation between the variables like personal biography of the women entrepreneurs with the reason for success is combined. Chi-square was used to test the hypothesis. The results were based on that. The two way table and simple percentage analysis were used. Summary measures were based on the values reported by those who completed the interview schedule.

Sources of data

The sources of data for this study included both primary and secondary information. The secondary data were gathered from books, journals, reports, and other material available by making extensive use of department library, university library, and website. The primary data were collected from the customers by using a interview schedule.

A well-structured interview schedule was prepared for the purpose of collection of data. The interview schedule included personal background information of the women entrepreneurs, attitudes of them. The researcher had visited the entrepreneur's office several times and convinces the women customers to spare their time in filling the interview schedule.

Hypothesis:

On the basis of prior information gathered from the exploratory study, the following hypotheses are formed.

Null hypothesis: (1) (Ho): There is no significant association between educational qualification of the respondents and their success level.

Alternative hypothesis :(H1) There is significant association between educational qualification of the respondent and their success level.

Null hypothesis: (2) (H0): There is no significant association between experience of the respondents and their success level.

Alternative hypothesis :(h1): there is significant association between experience of the respondents and their success level.

1. Association relationship between education and success level.

2. Association relationship between experience and their success level

1. Association relationship between education and success level

Experience	Very successful	Successful	unsuccessful	Total
School Dropouts	16	22	7	45
S.S.L.C	6	7	2	15
Higher Secondary	2	4	6	12
graduates	8	4	3	15
Post graduates	2	1	-	3
Total	34	38	18	90

(R-1) (C-1) (5-1) (2-1) 4 (1) = 3

Table value – critical value

1.715 – 9.488

H0: Null hypothesis is rejected

H1: alternative hypothesis is accepted

2. Association relationship between experience and success level

Experience	Very successful	Successful	unsuccessful	Total
0-5 years	15	31	16	62
5-10 years	16	4	2	22
Above 10 years	3	3	-	6
Total	34	38	18	90

(R-1) (C-1) (5-1) (3-1) = 2

Table value- critical value

11.979 -15.507

HO: Null hypothesis is accepted

H1: Alternative hypothesis rejected

LIMITATION OF THE STUDY

In view of in accessibility of data and to utilize the relevance of data for offering suggestions during the period of the study has been considered and analyzed. Whenever there is a change in the government policy towards women entrepreneurial, it has a direct impact on the working of the units. Hence the policies and the support schemes offered relating to the period of study alone are considered and the impact has been appraised. For the study is confined to the economic, sociological and psychological prospective of the women entrepreneurs in pudukkottai town. Hence the findings and suggestions hold good only to this study area.

SUGGESTIONS

Here the research likes to present certain suggestions for the promotion of women entrepreneurship in future in the area of the study. In the first place of the women entrepreneurs need developmental measures to be provided by the governmental and other financial intuitions and other agencies.

Production and marketing are two focal points of entrepreneurships. At present the government concentrates more only on production units, providing them with loans and advance and other facilities. But unfortunately the marketing side of this is not attended to. A separate women cell be created and showing the details of women entered in the field of industrial activities in a statistical from in pudukkottai town. If the suggestions are taken care of the government and the steps carried out of the women entrepreneurs will improve their performance, which in turn will result in better future.

CONCLUSION

From the findings of the present study conclude that women run their enterprise in a variety of areas like food processing, tailoring unit, beauty parlors, photocopy machine/ STD booth, computer centre, garments and others. It is encouraging to find that women apart home and employment having male dominated enterprise. More women entrepreneurs were not trained as they received proper guidance and support from husband, parents, relations, friends and others in their entrepreneurship. However employee problems were faced and sometimes due to high labour costs. To be successful in entrepreneurship women need to be confident intelligent alert and good decision makers. Updating knowledge and technological changes is essential because changes are happing in day to day life according to their changes we can improve the business and becomes a successful entrepreneur.

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