



## WOMEN ENTREPRENEURS THROUGH MSMEs SECTOR IN VILLUPURAM

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### ABSTRACT

*Women entrepreneurs is one of the emerging business enterprises which provide more employment opportunities, increasing our economy inflation rate change the socio-economic growth developing of modern business in our country. Women entrepreneurs' creativity their own business has invests minimum capital requirement will extent entrepreneur's technical and ordinary business in the modern world. MSMEs sector is widely promote export and import between the two countries exchange of currency of rate for transfer money though banking or financial institution. Women entrepreneurs contribute the sustainable growth of income generation oriented through multi-level of economic activities both manufacturing and service sectors. Governments of India have not farmed new policies and scheme implementation of women entrepreneurs which are not allotted the capital budget for extent the technical business.*

**KEYWORDS :** Employment, Training, Budget, Economy, Poverty

### Introduction

Women entrepreneurs is one of the modern despite its commendable contribution reduce the unemployment opportunities not partiality both skilled and unskilled employees working in the field of emergency country. Women entrepreneurs are highly vibrant of economic inflation and diversification of human resource development, improving technical oriented business skills change modern business world. MSMEs sector is one of the small scale business enterprises which provide million number jobs description produce the manufacturing of good through selling or distribution in emerging modern business world. Women entrepreneurs are involving have invest the low capital to start their micro small and medium entrepreneurs get profit many obstacles in business enterprises. MSMEs is major role invention of fixing reduce below poverty line are ensuring invigorate of increasing GDP rate irrelevant change of rural economy. Women entrepreneurs are deviation raising their unemployment development inflation of our Indian economy. Government of India contempt of realizing the capital budgeting allocation downtrodden of women entrepreneurs. Financial assistance is greater criteria direction of every business run and manage effective successful of their spent huge expenses to established in MSMEs sector. Women entrepreneurs is ensuring the challenge of many problems will not extent the multinational of their business are not learning proper guidance methods of promote their entrepreneurs. Women entrepreneurs is nature of potential for employment opportunities based on income generation of economic activities depend on rural employees. MSMEs sector may try it ensuring safety of workman to operate machinery in business site.

### Objectives

The present study can be divided into following objectives:

To know financial assistance of Micro Small Medium Enterprises

To measure various factors affecting not promote through MSMEs in Villupuram District.

### Sampling Techniques

The study is based on stratified random sampling technique. The researcher has collected the primary data through survey fact investigation both urban and rural from micro small medium enterprises of the respondents in the study areas. MSMEs divided into two sectors namely manufacturing and service. The researcher has taken sampling each sector 100 respondents from manufacturing and 100 respondents from service sector were selected on the basis of convenience sampling techniques. Hence, the total sample size is restricted to 200 respondents for the study.

It is calculated that the F value is (10.058) greater than the significant value (0.000) at 1 per cent level of significant. Therefore, there is significant relationship between age and problems of MSME of the respondents. Hence, the null hypothesis (Ho) is rejected.

It is found that the F value is (3.190) greater than the significant value (0.000) at 1 per cent level of significant. Therefore, there is significant relationship between marital status and problems of MSME of the respondents. Hence, the null hypothesis (Ho) is rejected

It is analyzed that the F value is (2.794) greater than the significant value (0.001) at 5 per cent level of significant. Therefore, there is no significant relationship between education and problems of MSME of the respondents. Hence, the null hypothesis (H) is accepted.

**Table -1 Profile of Women Entrepreneurs**

Profile	No of Respondents	Percentage	Statistical Tool ANOVA
<b>(Age)</b> Below 30	20	10	F value (10.058) significant value (0.000) at 1 per cent level <b>Significant</b>
31-40	44	22	
41-50	60	30	
51-60	50	25	
61 and above	26	13	
<b>Total</b>	<b>200</b>	<b>100</b>	F value (3.190) Significant value (0.000) at 1 per cent level <b>(Significant)</b>
<b>(Marital)</b> Married	142	71	F value (2.794) Significant value (0.001) at 1 per cent level <b>Not significant</b>
Unmarried	58	29	
<b>Total</b>	<b>200</b>	<b>100</b>	F value (3.320) Significant value (0.000) at 1 per cent level <b>Significant</b>
<b>(Education)</b> Illiterate	22	11	
Primary level	18	9	
High school	56	28	
High secondary	40	20	
Graduate	42	21	
Post graduate & above	22	11	
<b>Total</b>	<b>200</b>	<b>100</b>	F value (3.320) Significant value (0.000) at 1 per cent level <b>Significant</b>
<b>(Occupation)</b> Private	44	22	
Government	38	19	
Self employees	68	34	
Land less labour	42	21	
<b>Total</b>	<b>200</b>	<b>100</b>	

(Annual Income)Below 1 lakhs	36	18	F value (5.743) Significant value (0.000) at 1 per cent level Significant
2-5 lakhs	52	26	
6-9 lakhs	70	35	
Above 10 lakhs	42	21	
<b>Total</b>	<b>200</b>	<b>100</b>	
(Location) Rural	106	53	
Urban	94	47	
<b>Total</b>	<b>200</b>	<b>100</b>	
(Business)Micro	54	27	
Small	64	32	
Medium	82	41	
<b>Total</b>	<b>200</b>	<b>100</b>	

Sources: Primary Data

It is noted that the F value is (3.320) greater than the significant value (0.000) at 1 per cent level of significant. Therefore, there is no significant relationship between occupation and problems of MSME of the respondents. Hence, the null hypothesis (Ho) is rejected. It is calculated that the F value is (5.743) greater than the significant value (0.000) at 1 per cent level of significant. Therefore, there is significant relationship between annual incomes and problems of MSME of the respondents. Hence, the null hypothesis (Ho) is rejected.

**Table-2 Women Entrepreneurs in MSMEs Sector**

Variables	No of Respondents	Percentage
(Nature of Sector) Manufacturing	90	45
Services sector	110	55
<b>Total</b>	<b>200</b>	<b>100</b>
(Mode of Entrepreneurs) Sole Trader	142	71
Partnership	58	29
<b>Total</b>	<b>200</b>	<b>100</b>
(Register Sector) Yes	150	75
No	50	25
<b>Total</b>	<b>200</b>	<b>100</b>
(Training) Yes	148	74
No	52	26
<b>Total</b>	<b>200</b>	<b>100</b>
(Institutional Training) NGOs	16	8
TAHDCO	42	21
DIC	8	4
SIDCOI	28	14
None	96	48
<b>Total</b>	<b>200</b>	<b>100</b>

Sources: Primary Data

Table.2 it exhibits that 45 percent of the women entrepreneurs are manufacturing sector, 55 percent of the respondents are service sector. Out of 100 percent of the women entrepreneurs that 71 percent of the respondents are doing the business in sole trader and remaining 29 percent of the respondents are doing the business in partnership. As regards 75 percent of the respondents have registered by government, 25 percent of the respondents have not registered by government. It is found that 74 percent of the respondents got training and 26 percent of the women entrepreneurs not get organizational training. It is calculated that 48 percent of the respondents not get from organization training, 21 percent of the women entrepreneurs get the training from TAHDCO, 14 percent of the women entrepreneurs get the training from SIDCOI, 8 percent of the respondents get the training from NGOs and 4 percent of the respondents get the training from DIC.

**Table-3 Impacts on MSMEs Sector**

Variable	Very high Level	High Level	Moderate Level	Low Level	Least Level	Total
Minimizing of handling materials	62 (31)	44 (22)	38 (19)	26 (13)	30 (15)	<b>200 (100)</b>
Maintaining flexibility of operation	46 (23)	55 (27.5)	73 (36.5)	10 (5)	16 (8)	<b>200 (100)</b>
Effective supervision and production control	71 (35.5)	39 (19.5)	28 (14)	36 (18)	26 (13)	<b>200 (100)</b>
Minimizing work-in progress	45 (22.5)	57 (28.5)	25 (12.5)	33 (16.5)	40 (20)	<b>200 (100)</b>
Achieving good work flow	54 (27)	37 (18.5)	45 (22.5)	44 (22)	20 (10)	<b>200 (100)</b>
Ensuring safety of workman	49 (24.5)	56 (28)	64 (32)	16 (8)	15 (7.5)	<b>200 (100)</b>
In sufficient service centre	75 (37.5)	34 (17)	28 (14)	23 (11.5)	40 (20)	<b>200 (100)</b>
Flexibility of design	81 (40.5)	66 (33)	36 (18)	10 (5)	7 (3.5)	<b>200 (100)</b>
Delay on production system	45 (22.5)	58 (29)	39 (19)	20 (10)	30 (15)	<b>200 (100)</b>

Sources: Primary Data

It is found that 31 percent of the respondents said that minimizing handling materials is very high level, 36.5 percent of the women entrepreneurs opinion that maintain flexibility of operation is moderate level, 35.5 percent of the respondents said that effective supervision and production control is very high level, 28.5 percent of the women entrepreneurs said that minimizing work-in progress is high level, 27 percent of the respondents opinion that achieving good work flow is very high level, 8 percent of the women entrepreneurs said that ensuring safety of workman is low level, 37.5 percent of the respondents opinion that insufficient service centre is very high level, 3.5 percent of the women entrepreneurs said that flexibility of design is low level, 29 percent of the respondents opinion that delay on production system is high level.

**Recommendations**

Training is one of the backbones of every business activity without training is not proper running of business. In this earlier stage employees do not know operate production oriented high-tech machinery modify of design packing of goods in proper manner. Ministry of MSMEs sector should be arranged production basis training give to District/Taluk wise. Women entrepreneur's incapability of manage and running sell their product through proper marketing channels. MSMEs product there is no awareness buying and selling of good in rural marketing. The DIC must be arranging the proper marketing channels to sell their own product in export market. Women entrepreneurs are fixing workflow to achieve target manufacturing of finished goods are prepare pre - planning to achieve goals easy manner. Women entrepreneurs are co-ordinate share more information relevant achieves the target market. Basically women entrepreneur's discrimination both house and business activity after production of good does not know sell their product in national/international market. MSMEs sector is one of the petty business enterprises have invested capital is very low compare large scale industries. They can't extent production system of working progress to achieve target successful manner. Government of India may be recommended financial resource to women entrepreneurs are fixing budget declare through ministry of MSMEs sector.

**Conclusion**

Women entrepreneurs is one of the small scale business entity which refers to increasing socio-economic growth through MSMEs sector in our country. Women entrepreneurs is newly productivity of

and distribution of goods export in various countries to connectivity of foreign linkage of business. Women entrepreneurs faced many obstacles in MSMEs sector lacking of poor marketing linkage, financial assistance, technical skills and research and development not improve in Villupuram. MSMEs sector are operating high cost of machinery equipment purchasing of materials pay labor charges to meet huge expenditure for women entrepreneurs. Government of India and ministry of MSMEs policies and schemes uplifted not helpful to operate the business in success manner. In this regards financial institution should come forward provide grant aid to women entrepreneurs improve qualitative of business.

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