



A STUDY ON HOW TO MOTIVATE A WOMEN AS AN ENTERPRENEUR IN COIMBATORE DISTRICT

**Ms.M.UDHAYA
PRIYA**

Assistant Professor in Commerce Dr.SNS Rajalakshim College of Arts and Science, Coimbatore. Tamil Nadu, India -641049

C.KOWSALYA

Master of Commerce Dr.SNS Rajalakshim College of Arts and Science, Coimbatore. Tamil Nadu, India -641049

ABSTRACT

Entrepreneurship is characterized by competition freedom of work gains. And their socio economic set up provides a base for individual person to entrepreneurs. Entrepreneurship is the state of mind in which every woman has in her but has not been capitalized in India in way in which it should be. In the current scenario this study focus on examining the demographic profile of women on entrepreneur and tries to analyse the various motivational factor responsible for women entrepreneur to start up their own enterprise in the Coimbatore District of Tamil Nadu .The data for the study was collected from the respondents belonging to the Coimbatore District of Tamil Nadu .As the population to be covered for the study was large, so as representative sample of 150 respondents were taken. The research was conducted to determine the factors that could motivate the women entrepreneurs to establish an enterprise in Coimbatore District of Tamil Nadu. Women entrepreneurs should be provided with special training and development programs for developing their innovative instincts The study revealed that these six motivational factors such as Economic difficulties and challenging atmosphere, Family interests and background , Knowledge and economic support, Career prosperity, Social Freedom, Name and Fame are affected the women to become an entrepreneur.

KEYWORDS : Women Entrepreneurship, Motivational Factors, Technical knowledge.

INTRODUCTION

Women entrepreneurship is a process of bringing economical and societal balance in women. In the earlier times, the term entrepreneur was marked to men with ideas which they develop into working businesses. Women were seldom introduced and participated in such ventures. General public's feeling was not in favour of women being involved in business. However, a very few women were involved in operating small businesses such as hostelrys, coffee shops, retail shops, etc., mostly to generate income for the family in the absence of spouses. Though these ventures were not considered as entrepreneurial, these acted as a trigger for the oncoming surge of entrepreneurship by women. With advent of education, technology and acceptance in society, women gradually came forward with ideas of self-employed and women-owned businesses.

Besides this, today, a network of institutions exists in the country to promote women entrepreneurship. The commercial banks and the financial institution are an integral part of this network. Many organizations / institutions and association promote and develop women entrepreneurship by providing financial assistance at concessional rates of interest and also organize industrial fairs and exhibitions. Entrepreneurship Development Programme (EDPs) for women creates entrepreneurial awareness among them. At the national level and the state level, there is a need to set up Women Industrial Development Bank in the existing banks and financial institutions, and it is advisable to start a separate cell called "Women Entrepreneurs Guidance Cell" to promote and guide the women entrepreneurs

LITERATURE REVIEW

- **The study of Ajit Kanitkar (2007)** aims at understands the emergence of successful entrepreneurs and owners of micro-enterprises in rural India. Based on the case studies of 86 village-based entrepreneurs drawn from different regions of India, the article examines that socio-economic profile of the entrepreneurs, their motivation for shifting from an agriculture-based occupation to a non-farm activity, their approach to raising resources for their enterprises and the factors that facilitated entry of the village based entrepreneurs in to a business activity.
- **Vaidivu & Devipriya (2013)** studied on the Problems of Women Entrepreneurs by the way of primary data of 50 respondents of Tirupur District and revealed from the study that most affecting motivational factor are Need of money, Help the family, Challenge, try something on one's own, hobby/special interest Family/Spouse had business and also money motive.
- **Jesurajan and Gnanthas (2011)**, in their study revealed that

husbands/father were the main motivators for taking up entrepreneurship. So motivation of husbands/fathers /family members would certainly prove to be fruitful. Once they get convinced about significance of women entrepreneurs then their attitude will change, their roles and expectations will changed and they will proved morale support, necessary guidance and help as needed.

STATEMENT OF PROBLEM

It is fact that women entrepreneurs has a long history of development its importance's in national economic scene is steadily growing, there is very little literature providing an objective assessment of women entrepreneur. The literature available in mostly government's reports and more often that not studies by administration involved in the formation of policies for its implementation. There is a need for many more studies on women entrepreneur because of variations in geographic, social, cultural, political and economic condition from state to state and from region to region with in a state.

1. What are the socio economic characteristics of response?
2. What is the role of educating the women entrepreneur?

OBJECTIVES OF THE STUDY

- To study the socio-economic background of the women entrepreneurs in Coimbatore District.
- To investigate the role of education in becoming the women entrepreneur.

RESEARCH METHODOLOGY

Methods followed to conduct the research were -

- **sample survey** (convenience sampling methods)

SOURCE OF DATA

• PRIMARY DATA:

Primary data have been collected by conducting a survey among 150 sample women entrepreneurs in Coimbatore district.

• SECONDARY DATA

Secondary data have been collected from books, journals, article, internet etc.,

HYPOTHESIS OF THE STUDY

Ho: There is no significant relationship between education and business efficiency.

TOOLS OF ANALYSIS

1. Analysis of percentage

Table 1 Analysis of percentage

S.No	Particular	Category	Frequency	Precentage
1.	Marital status	Married	71	47.3
		Unmarried	59	39.3
		Widow	20	13.3
		Total	150	100.0
2.	Residential status	Rural	83	55.3
		Urban	67	44.7
		Total	150	100.0
3.	Family type	Nuclear family	76	50.7
		Joint family	74	49.3
		Total	150	100.0
4.	Age	Upto 20years	29	19.3
		20-30 years	47	31.3
		30-40 years	39	26.0
		Upto 40 years	35	23.3
		Total	150	100.0
5.	Education Qualification	Upto 12	24	16.0
		UG	46	30.7
		PG	45	30.0
		Diploma	35	23.3
6.	Annual Income	Upto 80000	29	19.3
		80000-100000	47	31.3
		100000-150000	39	26.0
		above 200000	35	23.3
		Total	150	100.0
7.	Sources of Finance	Commercial bank	15	9.9
		Cooperative bank	29	19.2
		Financial institutes	26	17.2
		Family	27	17.9
		Friends	29	19.2
		Self	24	15.9
		Total	150	100.0
8.	Year of being in entrepreneur	less than one year	43	28.7
		1<3	62	41.3
		3>5	35	23.3
		5>10	10	6.7
		Total	150	100.0

FINDINGS:

1. It is inferred that nearly seventy one of the women entrepreneur (47.3%) are married.
2. It is inferred that nearly eighty three of the women entrepreneur (55.3%) are belonging rural area.
3. It is inferred that more than seventy six of women entrepreneur (50.7%) are form nuclear family.
4. The 31.3% of women entrepreneur belong the group age of 30 years.
5. Majority 30.7% of the respondents are completed UG.
6. It is inferred that more than forty seven of women entrepreneur (31.3%) of their annual income 80000-100000.
7. Majority 19.2% of the respondents are get the source from co-operative bank & friends.

Table 2

Chi square

(Ho) There is no significant relation between education and business success.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.267a	9	.987
Likelihood Ratio	2.345	9	.985
Linear-by-Linear Association	.073	1	.787
N of Valid Cases	150		

A) 1 cells (6.3%) have expected count less than 5. The minimum expected count is 3.24.

Chi square:

The chi square table reveals that the probability value (0.987) is greater than 0.05, null hypothesis is accepted at 5% level of significance. Hence, it is concluded that there is no significant relationship between education and business efficiency.

SUGGESTION

- 1 Most of the women entrepreneurs are getting their finance from friends and co-operative bank. So the government has to take initiative and supportive role for both banks women entrepreneurs.
- 2 As most of the women entrepreneurs belong to the nuclear family so they don't have any moral support and lack of time. If they belong to the joint family they could have moral support.
- 3 Most of the women entrepreneurs were belong in rural area and we should encourage the urban people to become a women entrepreneurs.
- 4 Their educational qualification is sufficient to develop their business.

CONCLUSION

Women entrepreneurs are those women who think of a business enterprise, initiate it organize and combine the factors of production, operate the enterprise, undertaken risk and handle economic uncertainties involved in running a business enterprise. Women participation in the field of entrepreneurship is increasing at considerable rate, efforts are being taken at the economy as well as global level to enhance women's involvement in the enterprise sector. Educate women is contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas traditionally dominated by men.

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