



Adjustment Pattern And Economic Sustainability Among Women Entrepreneurs In Thanjavur District

KEYWORDS

women Entrepreneurs, transformation, aspirations, Empowerment, family structure.

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ABSTRACT

Women sector occupies nearly 45% of the Indian population. The literacy and educational status of women improved considerably during the past few decades. More and more high educational and research institutions are imparting knowledge and specialization. Entrepreneurship has gained greater significance of global level under changing economic scenario. The Entrepreneurial skills are needed to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment. Women contribute significantly to the running of family businesses mostly in the form of unpaid effort and skills. While empowering and highest prospectus was found as compared to own business to women in service. In this context, the present paper looks at a critical view on the various adjustment pattern and economic sustainability among the women entrepreneurs in Thanjavur District.

INTRODUCTION

Women Entrepreneurs may be defined as a "women or a group of women who initiate, organize and run a business enterprise" Government of India has defined women entrepreneurs based on women participation in quality and employment of a business enterprise. Accordingly, woman-run enterprise is defined as "an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of the capital and giving at least 51% of the employment generated in the enterprise to women". Women entrepreneurs constitute 10% of the number of entrepreneurs in our country.

Women entrepreneur is a person who accepts the challenging role to meet her personal needs and becomes economically independent, skills knowledge and adaptability in business are the main reasons for women to image in to business ventures. A strong desire to do something positives in an inbuilt quality of entrepreneurial women, who capable of contributing values in both family and social life.

Concept of Entrepreneurship

Entrepreneurs are a purposeful activity indulged in initiating, promoting and maintaining economic activities for the production and distribution of wealth. The individual as an entrepreneur is a critical factor in economic development and an integral part of socio-economic transformation. However, emergence of an entrepreneur in the society depends closely upon the interlinked socio, economic cultural, religious and psychological variables.

Need and scope of Entrepreneurship

While entrepreneurship remained a term to describe the actives of a set of people for a long time today. It has assumed a wide and more dynamic significance, the purely economic implications an promotions of entrepreneurship implies recognition of values of individual liberty, innovativeness, risk-taking and independence.

Entrepreneurship in India

The important factors of socio-economic and political life which in a manner a had pre-war period were the policy of discriminatory protection, the suadeshi, movement [which

meant boycott of foreign goods] and during the war time, controls on many imports which necessitated industrial development of some type of India.

Planning for economic development was going to take place in terms of certain objectives, strategies and priorities. These in their turn were to be translated in turn were to be translated in terms of basic policies, investment magnitudes sectoral allocation and targets. All these in a sense, were going to lay bare the major objectives of industrial and economic development.



Characteristics of Entrepreneur

The characteristics of an entrepreneur that contribute success are the result of his achievement motivation. McClelland discussed that following qualities or characteristics of a successful entrepreneur.

i. Mental ability:

Mental ability refers to intelligence and creative thinking. An entrepreneur must be reasonably intelligent, and should have creative thinking and must be able to engage in the analysis of various problems and situation in order to deal with them.

ii. **Clear objectives** : An entrepreneur should have a clear objective, the nature of the goods to be produced and subsidiary activities to be undertaken. A successful entrepreneur may have the ability to make profit.

iii **Human Relation Ability**: The most important factors

contributing to the success of an entrepreneur are emotional stability. Personal relations, consideration and factfulness. He must also maintain good relation with his employees as he is motivate than to perform their jobs at a high level of efficiency.

iv. **Business Secrecy:** An entrepreneur must be able to guard business secrets. Leakage of business secrets to trade competition is a serious matter which should be carefully guarded against by an entrepreneur.

v. **Communication ability:** Good communication also means that both the sender and the receiver understand each other and are being understood. An entrepreneur who can effectively communicate with customers, employees, suppliers and creditors will be more likely to succeed than the entrepreneur who does not.

vi. **Technical Knowledge:** An entrepreneur must have a reasonable level of technical knowledge. Technical knowledge is the one ability that most people are able to acquire if they try hard enough.

Categories of women Entrepreneurs

- Women in organized & unorganized sector
- Women in traditional and modern industries
- Women in urban and rural areas
- Women in large scale and small scale industries.
- Single women and joint ventures

Categories of women entrepreneurs in practice in India

First Category

- Established big cities.
- Having higher level technical & professional qualification.
- Non traditional items
- Sound financial positions.

Second category

- Established in cities and towns.
- Having sufficient education
- Both traditional and non traditional items.
- Undertaking women services –kinder garden, crèche, beauty parlors, health clinics etc.

Third Category

- Illiterate women
- Financially weak
- Involved in family business such as agriculture, Horticulture, animal Husbandry, Dairy, Fisheries, Agro forestry, Handloom, power loom etc.

Women entrepreneurship in India

States	No. of Units Registerd	No. of Women Entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttra pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Gujarat	3872	1538	39.72
Maharashtra	4339	1394	32.12
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Bihar	7344	1123	15.04
Other States and UTS	14576	4185	28.71
Total	64796	19971	32.82

Source: CMIE Report 2011

Entrepreneurship and the family

The advantage of a family –controlled business is its ability to mobilize large amount of resources, its quick unified decision –making, and its access to trust worthy personal to oversee operations. The advantages are business may not obtain the most talented persons for position within the firm. Business savings are often used for marriage expenditure, which are generally well calculated to lead to advantageous inter –relationship. Access to credit and avenues for mobility are dependent upon the complex network of relationships arising from marriage. The respect and prestige deriving from an auspicious marriage may be important in improving the status of family and setting the course for future business transaction and endeavours. The inter relationship provided by the marriage networks of the family can help determine the access to credit and opportunities for mobility by family members in entrepreneur endeavours.

Family and Business Balance

The problems and conflicts in the family have an impact on business and vice versa families are concerned about family needs, emotions. They focus inward and generally resist change and want stability. Business, on the other hand takes the opposite approach of outwad focus on the external environment and change. Family members can e either a great strength or a potential weakness for the family business. The problems that arise due to the rebalance in family and business in depicted in the following figures.



Over emphasis on business

- Family Communication
- Family identification
- Family loyalty
- Family time
- Family emotions



Off balance : Business first

- Business communication
- Business relation
- Performance appraisal
- Decision –making
- Strategic options

Over emphasis on family erodes

Off balance : Family first

These figures show that the imbalance between family and business leads to different problems.

These problems can be handled by developing a parallel planning process. It is a tool for integrating and balancing family and business thinking and action.



Source : Randell S Carlock and John L. ward, Strategic planning for the family business.

Reason for women becoming Entrepreneurs

The glass ceilings are shattered and women are found indulged in energy line of business. The entry of women into business in India is traced out as an extension of their kitchen activities mainly 3P's, pickle, powder and pappad. But with the spread of education shifted from 3p's, to modern 3E's i.e., Energy, Electronics and Engineering, skill, knowledge and adaptability in business ventures. A strong desires to do something's positive in an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situation.

Many women start a business due to some traumatic event, such as divorcé, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reason. Such as a lay off. But a new talent pool opt to leave corporate world to chart their own destinies to achieve for independence & flexibility, to better balance work & family to make optimum use of technical education & qualifications.

The following flow chart shows the reasons for women becoming entrepreneurs



Economic contribution of women

It has been well accepted that women play an important role in economic. It is generally felt that role of women in traditional societies is just confined to the household management based on traditional values, attitudes and customs. The economic role of women is the traditional society largely depends upon two important factors.

- Need for augmenting the family income
- Opportunities available for participation in such economic activities.

Women entering business in comparatively recent phenomenon. In India, marriage is the only carrier for most women even professionally, they have largely confided their activities to areas such as teaching, office work, nursing and medicine.

A large number of women were engaged in unorganized sectors like agriculture, agro based industries, handicrafts, handloom and cottage industries.

- There were more than 2,95,680 women entrepreneurs according to 1991 census, and claiming 11.2% of total 12.64 million entrepreneurs in Indian.
- Most of the women were concentrated in low paid skilled, low technology and low productivity jobs.

The emergence of women on the economic scene as entrepreneur is a significant development in the emancipation of women and security for them a place is the society, which

they have all along deserved.

Women's Economic participation

The link between economic development and women's economic participation appears to be as random as it was with regard to women's access to education. According to 1981 census of India, only 14% of the total female population in the country fall in the category of "workers" excluding the domestic work which according to an ILO study constitutes 25-39 percent of the total gross national products in developing countries.

Out of the total workforce of women, 94 percent are in the organized sector and only 6 percent are employed in the organized sector. Among women employed in the unorganized informal sector 80.1 percent are employed in agricultural occupation and 19.9% are in the non-agricultural occupation. Women's economic participation is related to a variety of variables. Cultural values to a variety of variables. Cultural values related to sexual division of labour, women's access to education and availability of job in women are factors of great importance.

Role of Entrepreneurship in Economic Development

The role of entrepreneurship in economic development varies from economy to economy depending upon its material resources, industrial climate and the responsiveness of the political system to the entrepreneurial function. The entrepreneurial contribute more in economics with relatively more favourable opportunity conditions than in the economics with relatively less favourable opportunity conditions.

Adam Smith (1776), the foremost classical economist –assigned no significance to entrepreneurial role in economic development in his monumental work. Smith extolled the rate of capital formation as an important determinant of economic development was ergo largely the ability of the people to save more and invest more in any country.

Various kinds of agencies to support the women Entrepreneurship.

- i. Federation of Indian women entrepreneurs (FIWE)
 - ii. Industrial Estates
 - iii. Khadi and village industries commission (KVIC)
 - iv. National institute for Entrepreneurship and Small Business Development (NIESBUB)
 - v. Small industries Development corporation (SIDCS)
 - vi. State industries promotion corporation of Tamilnadu Limited (SIPCOT)
 - vii. District Industries Centre (DIC)
 - viii. Small industries Development corporation.
 - ix. Prime Minister employment of Guarantee Programme (PMEGP)
 - x. District Rural Development Agency (DRDA)
 - xi. Women's Development Corporation
 - xii. Training for Rural youth for self-employment (TRYSEM)
 - xiii. Micro & Small enterprise cluster development programme (MSE-CDP)
 - xiv. Working Women Forum
- National Banks for agriculture and Rural Development Schemes

Problems faced by women Entrepreneur

- i. Potential to take risk –low risk taking attitude.
 - ii. Physical barriers –family, health, time factor.
 - iii. Motivational factor –less motivated compared to men folk.
- Self motivation can be realized through a mind set for a successful business, and development positive attitude.

- iv. Financial crisis –unable to get loan from banks or financial institutions as she is a women.
- v. Social factors –societal fear of un –recognition, male –female competition.
- vi. Core competency –poor understanding of organizational structure and acquiring skills.
- vii. Freedom of expression –reluctant to speak, failure to express.
- viii. Work balance –family and work place as she is more attached to family.
- ix. Updating of knowledge –women mostly fail with updating of latest technological changes.
- x. Market oriented risk –stiff competition and of knowledge of availability of raw materials and low level negotiation and bargaining skills.

Suggestion for the improvement of women entrepreneurs

- Women in business should be offered soft loans & subsidies for encouraging them in to industrial activities. The financial institutions should provide more working capital assistance both for small scale and large scale ventures.
- Educational institutes should tie up with various government and non –government agencies to assist in entrepreneurship development mainly to plan business projects.
- Women should try to upgrade themselves in the changing times by adapting the latest technology benefits.
- International, National, Local trade fairs, industrial exhibitions, seminars and conferences should be organized to help women to facilitate interaction with other women entrepreneurs.
- An awareness programme should be conducted on a mass scale with the intension of creating awareness among women about the various areas to conduct business.
- Government should organize training programmed to develop skills, professional competencies, leadership information of marketing and finance at village level.
- Counselling through the aid of committed NGOs, Psychologists, Managerial experts and technical personal should be provided.

Conclusion

Women sector occupies nearly 45% of Indian population. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programmes to women. If every citizen works with such as attitude towards respecting the important position occupied by women in society and understanding their vital role in the modern business field too, then very soon we can pre- estimate our change of out beating our own conservative and rigid through process which is the biggest barrier in our country's development process.

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