



A STUDY ON USAGE OF TECHNOLOGY AND ITS IMPORTANCE IN MANUFACTURING SECTOR WITH REFERENCE TO SMES IN COIMBATORE

KEYWORDS

Women entrepreneurs and Technology

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ABSTRACT *Empowerment of Women through entrepreneurship is essential for the up-liftment of the country. Empowerment is important, as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation. Compare to the earlier periods women are more willing to do business of their own without depending upon others. Our Central and State Governments are encouraging women to become an entrepreneur by providing subsidies comparatively more to women than men. The present study focuses on the importance and usage of technology among women SMEs in Coimbatore city. 50 respondents were selected randomly for this study.*

Introduction

Globalization and Internationalization lead to the growth of multinationals, mobility of labor, capital, technology and increased global competition. Worldwide, the Small, Medium Enterprises have been accepted as engines of economic growth to promote and accelerate equitable development. In recent years, the sector has consistently registered higher growth rate as compared to the overall industrial sector. With its agility and dynamism, the sector has shown admirable innovativeness and adaptability to survive the recent economic downturn and recession. Today, women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. According to Lakshmi V.Venkatesan, Founder Trustee of Bharatiya Yuva Shakthi Trust (BYST), "Women in Tamil Nadu are the best entrepreneurs in the country; they have shown that they could make excellent entrepreneurs if they get support by way of finance and guidance". In India now there are 18,848 registered Women entrepreneurs from that 2930 women entrepreneur in Tamilnadu.30.36% of the Women Entrepreneurs are from Tamilnadu. In the words of Former President "APJ Abdul Kalam" empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured.The present study focuses on the importance of technology in manufacturing sector in Coimbatore SMEs.

Review of Literature

Women Entrepreneurs:

In the small and medium enterprises sector, women-owned enterprises are consistently smaller than those owned by men, as well as being concentrated in less profitable sectors. While not inherently less productive, women-owned enterprises are more likely to be unregistered micro-enterprises operating in the home or on temporary premises, with fewer employees and limited capital for expansion (Washington D.C., World Bank, 2012).

Tambunan, (2009), made a study on recent developments of women entrepreneurs in Asian developing countries. The study focused mainly on women entrepreneurs in small and medium enterprises. This study found that in Asian developing countries SMEs are gaining overwhelming importance; more than 95% of all firms in all sectors on average per country. The study also depicted the fact that representation of women entrepreneurs in this region is relatively low due to factors like low level of edu-

cation, lack of capital and cultural or religious constraints. However, the study revealed that most of the women entrepreneurs in SMEs are from the category of forced entrepreneurs seeking for better family incomes.

In the Indian context, where women increasingly join the workforce at different entry levels and with variegated skill sets, it became imperative to apply the feminist lens to the issues concerning women's work. Accordingly, scholars have critically looked at macro-economic trends regarding women's work in both rural and urban areas, case studies of export oriented industries and condition of work for women in these, the labour legislations, the impact of globalization on women's work and so on (Jeyaranjan and Swaminathan 1999; Swaminathan, 2009; Priyadarshini, 2011; Neetha, 2002; Srivastava and Srivastava, 2010).

Women entrepreneurs and technology:

Sustainable development is the process of ensuring that the present development is maintained and sustained for the present and future. It focuses on building the nation for the future in order to improve the lives of its citizens. To sustain and achieve sustainable development, reliable, potential and revolutionary efficient tools must be employed. These technological tools are the ICTs such as the mobile phones, microcomputers, e-mail, Internet among others. It is with this background a study to investigate factors influencing small and medium enterprises (SMEs) in adoption and use of technology in Cote d'Ivoire was conceptualized Green, N. (2011).

Ritchie and Brindley (2010) noted that there are three barriers in adoption and use of technology by SMEs. These are: external pressures (requirements by trading partners and competitiveness from other players), organizational readiness and perceived benefits of the technology. The authors argue that perceived benefits form a key reason why many SMEs adopts and continues to use the technology.

According to Muraya (2009), external environment (suppliers, buyers, government interventions and competitive pressure) are very crucial factors influencing adoption and use of technology by many SMEs. Environmental and organizational characteristics are required for proper implementation of technologies in SMEs businesses.

Dixon et al. (2012) observed that cost of technology is an important influencing factor in the adoption and use of technology by many SMEs. Small medium Enterprises will less likely adopt and use technology when its initial set-up cost is high.

A study by Mingaine (2013) founded that there is limited number of employees with appropriate technical knowledge to adopt and use new technologies. Mingaine argues that this lack of knowledge based employees may prevent or hinder adoption and use of the technology if the owner believes that it can be implemented using specialist staff.

India's IT industry has not developed extensive linkages with the domestic market and, therefore, its impact on productivity improvements in other sectors such as manufacturing is not very high (Ilavarasan and Levy, 2010).

In technology-based companies, technology was particularly acute, shown in the belief that the best products and services based on the best technology will sell themselves and that corporate branding was unimportant (Tickle, Keller and Richey, 2003) (Tickle, P. Keller, K. L. and Richey, K. (2003) .

Methods & Materials

Objectives

- To find out the inclusion of technology in SMEs in association of independent variables such as age, education, marital status, and type of family.
- To find out the usage of technology and its importance in manufacturing Sector.

SME list was collected from DIC & TIIIC. The study is descriptive in nature. There are 435 women entrepreneur in manufacturing sector Coimbatore district. Out of those 50 women entrepreneurs were selected randomly for the study. The participants responded on a 5-point Likert-type scale, anchored by Strongly Agree (5 point) and Strongly Disagree (1 point) for each item. Tools used for data collection is based on review of literature. The collected data was analyzed using SPSS.

Results & Discussion

Table 1-Personal and Industrial Profile

Sl.No	Variables	Category	Percentage	Mean	SD
1	Age	25 years to 35 years 36 years to 45 years 46 years and above	36.0 34.0 30.0	1.94	.818
2	Education	Post Graduate Under Graduate Diploma Higher Secondary Secondary	36.0 38.0 8.0 10.0 8.0	2.16	1.251
3	Marital Status	Married Unmarried Separated Widow	88.0 6.0 2.0 4.0	1.22	.679
4	Type of Family	Joint Family Nuclear Family	38.0 62.0	1.62	.490
5	Experience in SME	Less than 5 years 5 to 10 years 11 to 15 years 16 years and above	52.0 36.0 2.0 10.0	1.80	1.195
6	Nature of Organization	Private Ltd Public Ltd Partnership Sole Proprietor Family owned Business	18.0 2.0 44.0 28.0 8.0	3.06	1.168
7	Goods deals with	Finished Raw Materials Semi Processed Finished goods and raw materials	48.0 22.0 12.0 18.0	2.00	1.161

As observed from the above table, more than half of the respondents are in the age group of 25 to 45 years, majority of them are married and educated up to post graduate and under graduate level. More than half of the respondents are from nuclear

family. More than half of the respondents have less than 5 years experience in SME. Nearly half of the respondents run their business under partnership and deals with finished goods.

Table 2 : Importance of Technology among Manufacturing Sector in SMEs

Sl.No	Statements	SDA	DA	N	A	SA
1	The usage of technology is essential in manufacturing sector	-	-	4.0	20.0	76.0
2	Technological usage decreases man power in the organization	2.0	12.0	14.0	20.0	52.0
3	The usage of technology is convenient in the work environment	-	6.0	2.0	40.0	52.0
4	The usage of technology makes the employee to work slowly	14.0	30.0	16.0	30.0	10.0
5	The usage of technology is financially affordable	4.0	12.0	28.0	46.0	10.0
6	The usage of technology saves time in production process and also increase production level	-	2.0	4.0	48.0	46.0
7	Current technology is updated in the organization	6.0	18.0	14.0	32.0	30.0
8	Small and medium scale enterprises contribute to the global economic growth and development of the country	-	2.0	14.0	38.0	46.0
9	Entrepreneurship can promote industrial, technological growth and also women self development	-	-	12.0	46.0	42.0
10	Government Subsidy for women entrepreneurs is more than men in business	-	18.0	30.0	32.0	20.0

SDA- Strongly Disagree, DA – Disagree, N- Neutral, A – Agree, SA – Strongly Agree
Findings:

- Majority of the respondents (76%) answered that usage of technology is essential in manufacturing sector.
- More than half of the respondents (52.0%) felt that usage of technology decreases man power in their organization.
- More than half of the respondents (52.0%) felt that usage of technology is convenient in their work environment.
- Nearly half of the respondents (46.0%) felt that usage of technology is financially affordable.
- Nearly half of the respondents (48.0%) felt that usage of technology saves time in production process and also increase production level.
- More than one third of the respondents (32.0%) updated the current technology in their organizations.
- More than one third of the respondents (32.0%) have reported that government subsidy for women entrepreneurs are comparatively more than men in business.

- The above table shows that usage of technology, decreases man power, financial affordability, and technological growth along with women self development have significance with age of the respondents.
- Marital status of the respondents has significance with the technological convenience in the work environment.

Conclusion

Women empowerment in entrepreneurship is very essential for the development of the country. In Coimbatore, there are many women entrepreneurs engaged in different manufacturing sector in partnership level with the awareness of the usage of technology in their organization. Women are capable of being an entrepreneur, but still they have less liberty in their business. Family members and the society should encourage women to do business individually for their empowerment. Findings from the study shows that usage of technology is essential for the development of

Table: 3
Chi Square

Variables	Tec 1	Tec 2	Tec 3	Tec 4	Tec 5	Tec 6	Tec 7	Tec 8	Tec 9	Tec 10
Age	0.025	.008	.778	.496	.022	.779	.884	.316	.021	.197
Education	.757	.066	.584	.152	.727	.959	.450	.910	.422	.837
Marital Status	.523	.270	.000	.702	.074	.500	.646	.785	.836	.755
Type of Family	.923	.225	.611	.506	.585	.093	.519	.727	.303	.206

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