

## Factors Preventing The Women From Entrepreneurship: Reference to Women Residing In Sengipatti, Achampatti and Palayapatti Villages of Thanjavur District- Tamil Nadu



## Entrepreneur

**KEYWORDS** : Entrepreneurship, Rural people, Women

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### ABSTRACT

*The revolution of entrepreneurship has imparted many people in the world to be an ownership of an enterprise. Likewise, the movement of enterprise introduced in many part of rural area, which has provided the villagers to start their own business by using the resource available within their vicinity. However, many villagers did not take up the entrepreneurship as source of livelihood, either they not aware of it or fear of losing the invested capital. The study was carried out at Sengipatti, Achampatti and Palayapatti villages of Thanjavur District to find out how much the rural people understand the entrepreneurship. Sample size of 100 villagers taken for this study. A chi-test and Simple Percentage Analysis tools were used for analyzing the collected data. The result shows that many of them know the concept of entrepreneurship but fear that they may not able to sustain the business and do not want lose the invested capital.*

### INTRODUCTION

Entrepreneurship is increasingly being recognized as critical to the future of rural area. Last ten years of Indian economy make it evident that the structure of ownership in the industrial sector, in agriculture, in the trade and commerce sectors has changed. Many entrepreneurs have started their business as small-scale industries in the village and have flourished into large-scale industries. In 1994 the poverty headcount was 45.3% and it has reduced to 29.8% in 2010 (World Bank, 2011). This demonstrates that India's progressive engagement in entrepreneurship development (Rangarajan, 2010). This growth rate of women's participation in economic activities is much lower than the expected rate. Looking at the developed countries, women are actively participative in the business and trade activities, including agriculture, without any social or other restrictions. But in India, there are still many social and cultural restrictions on women. Hence, women participation in entrepreneurial activities is less than the requirement of the fast growth of India. According to Smilor (1997) and Kilby (1971) entrepreneurship skills refer to those activities or practical know-how that are needed to establish and successfully run a business enterprise. Rural enterprise needs to be encouraged to preserve the countryside not just economically but socially and culturally (Lizzy and Catherine, 2003). Hema (2013) mentioned Global Entrepreneur Monitor Report 2012 released shows that the women were more of afraid of doing business than men.

### DEFINITIONS OF ENTREPRENEUR AND ENTREPRENEURSHIP

Richard Cantillon, Irish-French economist during the 1800s, stated that entrepreneur is a dealer who purchases the means of production for combining them into marketable products (Michael O., 1985). Another French economist and businessman, Jean-Baptiste Say, expanded Richard Cantillon's ideas and defined the entrepreneur as an Organiser of a business (Hollander, Samuel, 2005). Adam Smith a Scottish Social Philosopher and a pioneer of Political Economy described an entrepreneur as a person who only provides capital without taking active part in the leading role in an enterprise (Hollander Singh, 1973). Joseph A Schumpeter who has expanded the theory of entrepreneurship, recognized a person who introduced innovations as an entrepreneur (Swedberg, Richard, 1992). Frank Knight describes entrepreneur as a change agent. Noah Webster thinks entrepreneur as one who assumes the responsibility of risk and management of business (Vincent P. Bynack, 1984). Peter F Drucker defines an entrepreneur as one who always searches for change, responds to it and exploits it as an opportunity. Innovation is the specific tool of entrepreneur, the means by which the exploits change as an opportunity for a different business or service. (Peter F Drucker, 1954)

A vast literature has emerged over the last two decades providing insights into the many facets of entrepreneurship. Lazear (2002) and

Parker (2004) offer a comprehensive understanding of the entrepreneurial choice, new firm formation and the role of the entrepreneurship in growth, reflecting a broad consensus that has emerged in recent times. Defining entrepreneurship is not an easy task. There are almost as many definitions of entrepreneurship as there are scholarly books on the subjects (Byrd W.A., 1987, p. 3). In fact after 200 years, a commonly accepted definition of entrepreneurship has failed to emerge. One of the earliest definitions was given in 1734 where entrepreneurship was said to be self-employment with an uncertain return (Sharma and Chrisman, 1999).

Two hundred years later, the importance of innovation was highlighted as entrepreneurship was described as the process of creating new combinations of products, processes, markets, or organizational forms (Schumpeter, 1934). Entrepreneurship has also been defined as simply the "creation of an organization" (Hoy 1987; Gartner 1988). Recent research analyzing the impact of entrepreneurship on economic growth at the regional level has used measures of entrepreneurship based on new business starts. (Acs and Armington 2004, Camp 2005; Audretsch and Kielbach 2005)

### THE PURPOSE OF THE STUDY

Although a number of studies were undertaken to examine factor that influencing women entrepreneurs in the developed countries. (DeLollis, 1997; Christopher, 1998; Goldenberg and Kline, 1999; Inman, 1999; Smith-Hunter 2003; Smith Hunter and Englhart, 2004) There were numerous researches done by the entrepreneurship experts. However, there is little or no research carried out about women entrepreneurship in rural area. Despite of awareness in entrepreneurship program conducted by NGOs the involvements of women in entrepreneurship are limited in number. As such, the study may show the factors that prevent the women from engaging in entrepreneurship.

### STUDY METHODOLOGY

A structured questionnaire that contains all factors appearing in the literature was designed to examine factors affecting women entrepreneurs. The questionnaires contain background information including marital status, age, experience, place of living, level of education and academic specialization. The questionnaire was pilot by asking women entrepreneurs to complete it. The questionnaire was the altered and translated into Tamil Language. A total of 100 questionnaires were distributed with some help from Village Coordinators.

### Study Questions

This study is set up to seek answers to the following research questions

- QR1. What are cultural factors that affect women entrepreneurs?
- QR2. What are the family factors that affect women entrepreneurs?

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RQ3. What are the self-motivational factors that affect the women entrepreneurs?

RQ4. How do the financial facilities affect the women entrepreneurs?

Descriptive statistics are use in answering the above research questions.

**DATA ANALYSIS**

A number of possible culture factors that may have influence in decision to become a women entrepreneur is list in the questionnaire and the respondents are ask to give their degree of agreement.

**Table 1**

**RQ1. What are cultural factors that affect women entrepreneurs?**

Variables	Mean	Median	SD	Min	Max	Rank (based on mean)
Relative and friends comments affect my involvement in self-business	2.82	3	1	1	4	4
Neighbours comments affect my involvement in self-business	2.68	3	1.19	1	5	3
As a women, I face problems in making business in every step that I take	2.05	4	0.78	1	4	5
As a women, I feel insecure to make business and moving around	3.39	4	1.15	1	5	2
Profit motive affect my involvement in developing self-entreprise	3.42	2	1.18	1	5	1

The result of the analysis of Table 1 shows that the participants believe that profit and as a women they feel insecure in doing the business. Women may look for profitable projects to improve their economics as well as their social positions ( Kamal and Rana, 2009)

**Table 2**

**RQ2. What are the family factors that affect women entrepreneurs?**

Variables	Mean	Median	SD	Min	Max	Rank (based on mean)
Spouse occupation affect my involvement in developing entrepreneurship	3.77	4	0.76	2	5	1
Father's occupation affects my involvement in developing entrepreneurship	3.78	4	0.56	1	5	2
Responsibilities of my children and husband in residence affects my involvement in establishing entrepreneurship	2.05	4	0.78	1	4	5
I am married to nucleus family as such I have to give the priority	2.68	3	1.19	1	5	4
My husband wants me to take of the home instead involving in business	3.08	3	1.44	1	5	3

The result of the analysis of Table 2 reveals that family factors such as spouse occupation, father's occupation and responsibilities towards husband and children deter women and prevent them from becoming entrepreneurs.

**Table 3**

**RQ3. What are the self-motivational factors that affect the women entrepreneurs?**

Variables	Mean	Median	SD	Min	Max	Rank (based on mean)
Knowledge/skills/experience affect my involvement in developing entrepreneurship	3.08	3	1.44	1	5	2
My interest and hobbies affect my involvement in developing entrepreneurship	2.82	3	1	1	4	3
I wish to be financial independence	4.6	5	0.66	2	5	1
Decision making is important to my involvement in entrepreneurship	2.68	3	1.19	1	5	4
Business ideas affect my involvement in entrepreneurship	2.05	4	0.78	1	4	5

The result of the analysis of Table 3 reveals that desire to be financial independency was rated the highest. This shows that women wants to be independent as far as business concern and wish to be the owner of the business as well.

**Table 4**

**RQ4. How do the financial facilities affect the women entrepreneurs?**

Variables	Mean	Median	SD	Min	Max	Rank (based on mean)
Financial support is important to my entrepreneurship	2.68	3	1.19	1	5	4
Start-up capital is important to my involvement in developing entrepreneurship	4.6	5	0.66	2	5	1
Credit from banks is important to my entrepreneurship	3.08	3	1.44	1	5	2
Credit from non-government organisation is important to my entrepreneurship	2.82	3	1	1	4	3
Credit from government is important to my entrepreneurship	2.05	4	0.78	1	4	5

The result of the analysis of Table 4 reveals that start-up capital is important to them in order to get involve in the entrepreneurship. This shows that women want to be independent as far as business concern and wish to be the owner of the business as well.

**CONCLUSION**

An attempt was made in this study to investigate obstacles that may prevent women in Thanjavur District from becoming entrepreneurs. In the literature, the factors were categorised into cultural, family commitment, self-motivational and financial facilities. These factors were put as questionnaires that was distributed among the women in three villages namely Sengipatti, Achampatti and Palayapatti. The highest mean value that is 4.6 was registered for 'Start-up capital is important to my involvement in developing entrepreneurship' and 'I wish to be financial independence'. It shows that women wants to be independent when comes to be entrepreneur.

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