Research Paper Psychology

A Study on The Entrepreneurs Empowerment Through Tiic With Reference to Dindigul District

* Mrs.S.R.Sharmilee ** Dr.T.Vijayakumar

* S.R.Sharmilee, 4/316, Indhra Nagar, Sennamanyakanpathi(PO), Dindigul-624004 Tamilnadu.

** S.R.Sharmilee, 4/316, Indhra Nagar, Sennamanyakanpathi(PO), Dindigul-624004 Tamilnadu.

ABSTRACT

This study examines the empowerment of the entrepreneurs through Tamil Nadu Industrial Investment Corporation (TIIC). The study examines the dimensions that influence the empowerment and factors that gain the most and least important impact on the empowerment of entrepreneurs. The findings of this study are based on the analysis of a sample of 43 respondents. The dimensionality of the empowerment was explored and three dimensions were identified. These dimensions include social, economic and capacity building. The findings reveal that these three dimensions are positively related to the empowerment of entrepreneurs.

Keywords : Entrepreneurs, TIIC, Empowerment, beneficiaries.

1.1 Introduction

There is a growing concern over entrepreneurs' empowerment in India. The reason is that entrepreneurs in Indian society were subjected to various social and economic disabilities for many years and they were regarded as inferior creatures as per the code of menu. However, their status began to change during the early part of the twentieth century by the efforts of various social reform movements. After the attainment of independence, the Government of India enacted various legislations to safeguard the rights and privileges to entrepreneurs. Despite the efforts of the government, still majority of the entrepreneurs in the country suffer in respect of suppression, oppression and economic exploitation.

*Mrs.S.R.Sharmilee. MBA.,M.Phil.,M.Sc(Psyc.)., Research Scholar , M.S.University Tirunelveli. **Email:** Sanjay00739@gmail.com	**Dr.T.VijayaKumar ML., MBA.,Ph.D., Dean, St.Xavier Catholic College of Engineering, Nagarcoil. Email: drtvk@yahoo.co.in

Tamilnadu Industrial Investment Corporation has been provided through the various schemes for the upliftment and empowerment of the entrepreneurs. This paper deals with the social, economical and capacity building of the selected sample entrepreneurs in Dindigul district. To study the empowerment of entrepreneurs' beneficiaries, 12 statements were framed and for each statement Likert's five point scale have been used. By using this scale, the score intensity values have been calculated for each statement.

1.2 Objectives of the Study

This study is conducted with two objectives. These are:

- The main objective of this study is to examine the entrepreneurs empowerment through TIIC.
- To explore the level of opinion with the social, economic and capacity building in terms of three dimensions of empowerment.

1.3 Methodology

This study covers a sample of 43 respondents (those are the total beneficiaries during the year 2012-13 in through TIIC Dindigul) and the survey was conducted in Dindigul District. The data was collected by interviewing entrepreneurs for beneficiaries of TIIC, Dindigul. A structured questionnaire was used for data collection. The questions were phrased in the form of statements scored on a 5-point Likert type scale, ranking from 1 "highly dissatisfied" to 5 "highly satisfied".

1.4 Entrepreneurs Empowerment

TIIC programmes for entrepreneurs are currently being promoted as a key strategy for simultaneously addressing both unemployment alleviation and entrepreneur's empowerment as stated in the declaration of the TIIC summit, which was held in March 2002. When enterprises are set up or expanded by the entrepreneurs as a result of the loan provided under "Entrepreneur cum Enterprise Development Scheme", they have a wide range of potential impacts on entrepreneur's empowerment. Increasing entrepreneur's income and control over income lead to greater level of economic independence and empowerment in many spheres. TIIC builds the capacity of the entrepreneurs. When the capacity of the entrepreneurs is developed, it leads to social and economic empowerment. For each type of empowerment four statements have been given to get the opinion of the entrepreneurs. The total intensity value under each head has been calculated and presented the following table 1.1.

Table 1.1
Entrepreneurs Empowerment through TIIC Assistances

TIIC has resulted in	Total Intensity Value	Rank
Social empowerment	593	2
Economic empowerment	591	3
Capacity building	647	1

Among the factors stated in Table 1.1, the capacity building ranks first based on the calculated intensity value. The social

and economic empowerment has acquired second and third ranks respectively. Further analysis has been carried out on the basis of the ranks allotted to the various aspects of empowerment.

1.5 Capacity Building

The human resources in India are huge and yet to be fully exploited. Several strategies are evolved to mobilize the human resources for optimizing the available financial resources. TIIC provides an effective medium to best utilization of human resources especially of entrepreneurs by optimizing the use of financial resources. The success of entrepreneurs' development depends on their capacity building. In turn, the capacity building depends on functional literacy and numeracy, communication skills and management skills. TIIC helps them to organize their own business and production units. The products have to be sold and thus, the need for better communication skill arises. Slowly, the entrepreneurs develop the communication skill. Need is not only the mother of inventions but also the developer skills. The functional literacy also improves in the course of time. Table 1.2 presents the opinion of the respondents regarding these factors with their intensity value.

Table 1.2 TIIC and Capacity Building

Sl.No	TIIC has resulted in	Number of Beneficiaries					Intensity Value	Rank
		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree		
1.	Improvement in functional literacy and numeracy	6 (13.95)	23 (53.49)	8 (18.60)	4 (9.30)	2 (4.66)	157	3
2.	Better Communication skills	4 (9.30)	25 (58.14)	8 (18.60)	4 (9.30)	2 (4.66)	156	4
3.	Better management skills	13 (30.23)	23 (53.49)	3 (6.98)	2 (4.66)	2 (4.66)	172	1
4.	Self-help & Mutual help	10 (23.26)	21 (48.84)	6 (13.95)	5 (11.63)	1 (2.32)	162	2

Source: Primary data

Table 1.2 clearly indicates that out of 43 beneficiaries, 503 (83.72 per cent) have strongly agreed and agreed that they have acquired better management skills after obtaining the TIIC assistances. The intensity value is 172. Among the beneficiaries, 31 beneficiaries are of the view that the TIIC has resulted in self-help and mutual help. The intensity value for this aspect is 162. This is the natural result of TIIC assistance programmes. TIIC assistances enable them to be economically independent to a certain extent. Regarding the communication skill, majority (68.86 per cent) of the beneficiaries are of the view that the TIIC assistances has resulted in better communication skills. In the case of financial literacy and numeracy, 67.14 per cent of the beneficiaries felt improvement.

1.6 Social Empowerment

The beneficiaries are able to get only TIIC members. TIIC assistances enhance the social empowerment of women also. Social empowerment means equal status, participation and power of decision making, community at their circumstances. Social empowerment of beneficiaries enables them to participate in the decision making of democratic institutions. The beneficiaries who rarely come out of their houses slowly begin to enjoy the gatherings and start participating in the discussion about financial matters, health and family problems. In the end, it leads them to discuss about politics too. This awareness, which is unknown to the poor rural till now, leads to social empowerment. Opinions about the social empowerment have been obtained from the beneficiaries and presented in Table 1.3 along with their intensity value.

Table 1.3 TIIC and Social Empowerment

Sl.No	TIIC has resulted in	Number of Beneficiaries					Intensity Value	Rank
		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree		
1.	Increased status, participation and powers of decision making of beneficiaries	13 (30.23)	23 (53.48)	3 (6.98)	2 (4.65)	2 (4.65)	171	1
2.	Increased status, participation and powers of decision making of beneficiaries and their circumstances	10 (23.26)	13 (30.23)	5 (11.63)	8 (18.60)	7 (16.28)	144	2
3.	Breaking cultural barriers for equal development of beneficiaries	8 (18.60)	14 (32.56)	4 (9.30)	10 (23.26)	7 (16.28)	138	4
4.	Increased status participation and power of decision making of democratic institution	9 (20.93)	12 (27.91)	8 (18.60)	7 (16.28)	7 (16.28)	140	3

Source: Primary data

As far as the first statement is concerned 88.71 per cent of the beneficiaries have positive outlook respectively. It has got the highest intensity value of 171. The second statement is agreed and strongly agreed by 55.43 per cent of the beneficiaries. Among the beneficiaries 52.57 per cent of them are of the view that the TIIC assistances has resulted in breaking cultural barriers for equal development of entrepreneurs and increased the status of participation in the decision-making by entrepreneurs in democratic institution. Thus, the majority of the beneficiaries are of the view that TIIC assistances has led to equal participation and powers of decision-making, community and their circumstances.

1.7 Economic Empowerment

Economic empowerment is a vital aspect of entrepreneurs' development. The economic empowerment means greater access to financial resources inside and outside the management, reducing unemployment crisis. Economic empowerment gives entrepreneurs the power to retain income and use it at their own discretion. Financial assistance through TIIC reliance of entrepreneurs both in the household and in the external environment leads to empowerment of entrepreneurs in other spheres. Opinions about these factors have been obtained from the beneficiaries and presented in Table 1.4.

Table 1.4 TIIC and Economic Empowerment

Sl.No	TIIC has resulted in	Number of Beneficiaries					Intensity Value	Rank
		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree		
1.	Greater access to financial resources outside the household	7 (16.28)	8 (18.60)	7 (16.28)	12 (27.91)	9 (20.93)	134	4
2.	Reduced vulnerability of the poor beneficiaries to crisis	8 (18.60)	18 (34.88)	11 (25.58)	5 (11.63)	1 (9.31)	148	3
3.	Increased access and control over resources at the business level	5 (11.63)	24 (55.81)	9 (20.93)	2 (4.65)	3 (6.96)	156	1
4.	Financial self-reliance of beneficiaries	6 (13.95)	23 (53.49)	6 (13.95)	5 (11.63)	3 (6.98)	153	2

Source: Primary data

Most of the beneficiaries (67.71 per cent) are of the view that the TIIC assistances has resulted in increased access and control over resources at their business level. The intensity value obtained for the statement is 156. Out of 43 sample beneficiaries 29 (66.86 per cent) have positive outlook towards the financial self-reliance and others feel that still they are not able to become self-reliant. Regarding the access to financial resources outside, 45.14 per cent of the beneficiaries have positive opinion. TIIC assistances have helped the entrepreneurs to have access to the resources outside the household level. However, their borrowings from banks and access to the funds of the business are limited in nature. This is shown by the lowest intensity value of 134 given to that statement.

1.8 Conclusion

The purpose of the study is to investigate the entrepreneurs' empowerment through TIIC assistances in Dindigul district. The study also concluded that TIIC assistances have empowered the entrepreneurs economically and socially. Majority of the entrepreneurs are of the opinion that TIIC assistances has resulted in improving their capacities.

REFERENCES

1. Desai, Dr. Vasant (2004) Management of small scale enterprises New Delhi: | Himalaya Publishing House. | 2. Dollinger M.J., 'Entrepreneurship strategies and Resources', 3rd edition, Pearson | Education, New Delhi 2006. | 3. Gupta C.B., Khanka S.S., 2003. Entrepreneurship & Small Business | Management. Sultan Chand & Sons, New Delhi, Fourth Edition. | 4. R.K Ritu Jain, Kushawaha and A.K Srivastava, "Socio-Economic Impact through TIIC", Yojana, July 2009, pp.11-12. | 5. Verma, J.C.., and Gurpal Singh, Small Business and Industry-A Handbook for | Entrepreneurs, Sage, New Delhi, 2002 | 6. K.Gurulingaiah, "Role of DIC in Empowerment of entrepreneurs in Karnataka", Kurukshetra, December 2010, pp.30-33. | 7. P.Puyalvannan, "Entrepreneurs Empowerment through CRUSADE", Kurushetra, Vol.49, No.7, April 2011, pp.41-45. | 8. www.tiic.org |