Research Paper Social Science

Entrepreneurial Involvement Among Women in Self Help Groups

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ABSTRACT

Although women from nearly half of the human capital in the country they are still the most deprived and neglected segment of society despite the constitutional guarantee for equal rights and privileges for men and women. Women continue to be victims of a process of economic, social, cultural and political marginalization women do double the amount of work and contribute doubly to the economy but they are still considered as a burden. They are suppressed, oppressed and violated in many ways .Resistance against marginalization and attempts to empower them have made a radical change in the people's perspective on the development of women from a welfare approach, were the focus was on the role of women as mothers and wives to an empowerment and right based approach, where the rights of women have been recognized for her full development.

KEYWORDS Activity, Entrepreneur, Involvement, Self Help Group, women.

INTRODUCTION

Mass poverty and widespread unemployment are the two most pervasive scourges common in third world countries. The mounting problems of unemployment have brought into focus the importance of small seal agro and rural industries as well as development of entrepreneurship in the related field. The term "Entrepreneur" is defined in variety of ways. The concept of entrepreneur varies from period to period. It also varies according to the level of economic development and the perceptions of various people.

The word "Entrepreneur" is derived from the French verb entreprenere. It means to undertake. In the early sixteenth century the Frenchman who organized and led military expeditions were referred to as "Entrepreneurs". In the Seventeenth century Richard Cntillo viewed the entrepreneur as a risk taker, In the eighteen century a person with capital was differentiated from the one who needed capital. In other words, the entrepreneurs were distinguished from the capital provider. One reason of this differentiation was the industrialization occurring throughout the world. In the late nineteenth and early twentieth centuries, entrepreneurs were frequently not distinguished from managers and were viewed mostly from an economic perspective.

Self Help Groups of women in India have been organized as an effective strategy for the empowerment of women in rural as well as urban areas bringing women together from all spheres of life to fight for their rights or a cause. Since the overall empowerment of women is crucially dependent on economic empowerment, women through these Self Help Group work on a range of issues such as health, nutrition, agriculture, forestry and the like, besides income generation activities and seeking micro credit. Therefore, the main purpose of the women empowerment project is to organize women in to effective Self Help Groups.

SCOPE OF THE STUDY

The present study is focused on the entrepreneurial involvement among the members of self help groups. For the study, Self Help Groups run by various NGOs, functioning under different name. The Entrepreneurial involvement among the members of Self Help Groups in Kanayakumari District was studied.

SAMPLE DESIGN

$$n = \frac{Nt^2\ pq}{Nd^2 + t^2\ pq}$$

Where n = sample size

N = Volume of the statistical population (i.e. 9,320)

t = number of table (t) for 95 percent confidence interval t=1.96

p = supposed ratio of satisfied person p=0.5

q = supposed ratio of unsatisfied person q=0.5

d = distance of assurance d=5/100

The targeted sample population has been calculated on the basis of above formula and the sample size has been decided in the following manner.

$$n = \frac{Nt^2\ pq}{Nd^2 + t^2\ pq} = \frac{(9{,}320)\ (1.96^2)\ (0.5)\ (0.5)}{(9{,}320)\ (0.05)^2 + (1.96^2)\ (0.5)\ (0.5)}$$

The Cochran formula has provided that for the targeted population of 9,320 people the statistical population is 369 persons.

OBJECTIVES

To find out the types of entrepreneurs in Self Help Groups

To analyze the involvement of entrepreneurs in Self Help Groups

To exhibit the involvement of entrepreneurs among different types of industries

METHODOLOGY

The researcher used both primary and secondary data. The primary data were collected from the members of SHGs in Kanayakumari district for this purpose the researcher used questionnaire to collect the data from the members of SHGs. The secondary were collected from the records of TNCDW Ltd, various libraries and training centers. Their reports broachers and other printed statements like monthly information status (MIS) books and journals were also referred to. In addition, the researcher collected data from report circulars, journals of NABARD, other books and journals containing relevant information.

TYPES OF ENTREPRENEURS IN SELF HELP GROUPS

The entrepreneurs are classified into three important types based on their business namely trading. Manufacturing and service.

Table 1 TYPES OF ENTREPRENEURS

Sl.No	Types of entrepreneurs	Number of Respondent	Percent to the total
1	Trading	110	29.81
2	Manufacturing	189	51.21
3	Service	70	18.97
Total		369	100.00

Source: Primary Data

Table 1 revels that a maximum of 51.21 percent of the entrepreneurs in the study area are doing manufacturing followed by 29.81 percent of trading entrepreneurs. The remaining 18.97 percent of the respondents are in service category. This analysis reveals that the dominion type of entrepreneurs in the present studies doing manufacturing business in the Self Help Groups

PERFORMANCE OF WOMEN ENTREPRENEURS AND INDUSTRIES INVOLVEMENT

The performance of entrepreneurs depends on the degree to which the women are involved in managing their industries. If women involve themselves in various managerial decisions, it would have a positive impact on their enterprise. An attempt has been made in this chapter to discuss entrepreneurs, involvement of their activities among SHG in the study area. For a comprehensive analysis, this chapter has been divided into two sections namely.

1. Entrepreneurs involvement in different industries and
2. Involvement among trading, manufacturing and service of entrepreneurs

Table 2 ENTREPRENEURIAL INVOLVEMENT

Sl.No	Entrepreneurial Involvement	Average Score				'F'Statistics
		Trading	Manufacturing	Service	Overall	
1	Check the quality and quantity of the product	3.5000	4.1587	3.8000	3.8943	17.809*
2	Getting good raw materials	3.6182	4.2434	3.8000	3.9729	21.964*
3	Utilize the labor and time	3.5091	4.2011	3.6857	3.8970	21.725*
4	Pricing of product	3.7182	4.0688	3.9000	3.9322	8.377*
5	Bargaining power	3.5818	4.0106	3.7714	3.8370	9.084*
6	Selling	3.1818	3.8624	3.6286	3.6152	19.077*
7	Storage	2.7909	2.6720	2.8143	2.7344	.678
8	Arranging finance	4.1455	4.0370	3.9571	4.0542	.775
9	Planning and using finance	3.9727	4.0212	3.8571	3.9756	.769
10	Maintaining Accounts	3.6273	3.8942	3.7714	3.7913	2.163
11	Labor controlling	3.6818	3.7460	3.5857	3.6965	.547
12	Production Controlling	3.1000	3.4127	3.3714	3.31117	2.732
13	Giving proper training	3.9818	3.8413	3.7714	3.8699	.873
14	Co-ordination	3.7455	3.8201	3.6571	3.7669	.659
15	Motivation	3.3273	3.5503	3.2143	3.4201	2.580
16	Maintain Relationship	3.1909	3.3069	2.9857	3.2114	1.465

Source: Primary Data *Significant at 5% level

Table 2 shows that among the trading, the entrepreneurial involvement women entrepreneurs involve arranging finance and giving proper training are the important involvement aspects of entrepreneurs its mean score are 4.1455 and 3.9818 respectively.

In the case of entrepreneurial manufacturing involvement, women entrepreneurs involve getting good raw materials and utilize the labor and time are the most important involvement aspects of entrepreneurs its mean score are 4.2434 and 4.2011 respectively.

Service Involvement, women entrepreneurs involve arranging finance and pricing of products are the important involvement to them and its mean score are 3.9571 and 3.9000 respectively.

The mean scores of overall involvement among entrepreneurs are arranging finance and getting good raw materials are the important aspects of entrepreneurs its mean score are 4.0542 and 3.9729 respectively

As whole significant differences among the trading, manufacturing, services and the overall entrepreneurs are notice in a entrepreneurs involvement variable namely getting 'good raw materials' and 'utilize the labor and time' are the highest variables, since their mean scores 21.964 and 21.725 respectively 'F' statistic are significant at 5 percent level.

OVERALL ENTREPRENEURIAL INVOLVEMENT OF THE SAMPLE RESPONDENTS

The overall entrepreneurial involvement among the members of self help group measured with the help of 5 variables. The entrepreneurs are asked to rate these variable at 5 point scale on the basis of the involvement of their business from 'very high' 'very low'. The assigned scores on these scales are from 5 to 1 respectively. The mean scores of the variables among the three groups of entrepreneurs have been computed to exhibit to the level of overall entrepreneurial involvement among the entrepreneurs.

Table 3 OVERALL ENTREPRENEURIAL INVOLVEMENT

Sl.No	Overall Involvement	Mean Score				'F'Statistics
		Trading	Manufacturing	Service	Overall	
1	Quality Consciousness	3.5424	4.2011	3.7619	3.9214	36.779*
2	Marketing	3.3182	3.6534	3.5286	3.5298	9.780*
3	Finance	4.0191	4.0291	3.9071	4.0149	0.729
4	Administration and Management	3.4697	3.6843	3.5762	3.5998	1.871
5	Human Resource Management	3.5614	3.6296	3.4071	3.5671	1.512

Source: Primary Data * Significant at 5% level

Table 3 shows the mean scores of the variables in OEI and their respective 'F' statistics. The highly viewed variables among the trading 'finance' and 'HRM' since their mean scores are 4.0591 and 3.5614 respectively. Among the manufacturing, theses are 'quality consciousness' and 'finance' since their mean scores are 4.2011 and 4.0291 respectively. Among the service, these variables are 'finance' and 'quality consciousness' since their mean scores are 3.9071 and 3.7619 respectively. Regarding the perception on variables in OEI, 'finance' and 'quality consciousness' since their mean scores are 4.0149 and 3.9214 respectively. As a whole significant different among the three groups of entrepreneurs has been identified in all the 5 variables among them the highest variables are 'quality consciousness' and 'marketing' since their mean scores are 36.779 and 9.780 respectively. Since their respective 'F' statistics are significant at 5 percent level.

SUMMARY

The Self Help Group is considered as a viable organization particularly for women delivering micro credit in order to undertake entrepreneurial activities under such a situation, the present study is an attempt to understand the women entrepreneurs promoted through SHGs. It mainly focused on the entrepreneurial involvement of women in SHGs.

FINDINGS

The socio economic characteristics are the sample respondents revealed that 48.2 percent of the respondent are in the age group of 30 to 40 years. 36.6 percent of the respondents are above 40 years 15.2 percent of the respondent are 20 to 30 years. 78.0 percent of the respondents are in the status are in the nuclear family 22.0 percent of the respondent are in joint family in the marital status 88.1 percent of the respondents are married 7.3 percent of the respondents are unmarried 4.6 percent of the respondents are widow.

In the case of women entrepreneurs, the most involvement entrepreneur aspects among trading, manufacturing, and service, getting good raw materials and utilize the labor and time are the major involvement as the mean scores are 21.964 and 21.725 respectively.

Overall entrepreneurial involvement of self help groups women entrepreneurs involved in such activities like quality consciousness and marketing are the major aspects, the mean scores are 36.779 and 9.780 respectively

SUGGESTION

The result of involvement among women entrepreneur is comparatively low. Possible way should be charted out to increase the entrepreneurial involvement among them. The defect could be removed through motivate by various association.

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