OBJECTIVES OF THE STUDY

- To examine the demographic profile of the women entrepreneurs in the selected Taluks of Ramanathapuram District.
- To analyse the factors compelling and facilitating women entrepreneurs in the selected Taluks of Ramanathapuram District and iii) to provide rank order to the factors compelling and facilitating the women entrepreneurs in the study area. For the purpose of the study primary data have been collected from 120 women entrepreneur respondents.

NEED FOR WOMEN ENTREPRENEURS

The entrepreneurship of women is considered to be an effective instrument to the economic development and empowerment of women. Women owned businesses are highly in the economies of almost all countries. Women constitute about half of the total population of India. They have enormous potential. But it is underutilized or unutilized. It affects the development of nation. In olden days as compared to men, women were less motivated to start business units due to some unwanted fear, lack of awareness and training. In olden days, women were considered not only as fairer sex but also as weaker sex and always to depend on men folk in their family and outside throughout their life. The traditional setup is changing in the modern era. Women participation in work force is increasing due to education and training. The study is conducted with the following objectives i) to examine the demographic profile of the women entrepreneurs in the selected Taluks of Ramanathapuram District, ii) to analyse the factors compelling and facilitating women entrepreneurs in the selected Taluks of Ramanathapuram District and iii) to provide rank order to the factors compelling and facilitating the women entrepreneurs in the study area. For the purpose of the study primary data have been collected from 120 women entrepreneur respondents. Percentage analysis and ranking method were used to analyse the collected data. The present study is conducted in four Taluks namely Kadadali, Kamuthi, Muthukulathur and Thiruvadanai in Ramanathapuram District. The findings of the study reveal that 35% of the respondents are belonging to 36-45 years age group of the entrepreneurs. 32% of the respondents are between the age of 26 to 35 year and 22% of the respondents are Above 45 years. On analyzing the eleven factors which compelled the women to become entrepreneurs, most of the respondents feel that their financial needs compelled them to become entrepreneurs. On analyzing the 10 factors which facilitated the women entrepreneurs, most of the respondents feel that the factor ‘constant and growing demand’ facilitated to start new enterprises.

S. Arabath Ali

Asst. Prof. Of Commerce, Dr. Zakir Husain College, Ilayangudi – 630 702 Sivagangai District, Tamil Nadu, India.

INTRODUCTION

A woman entrepreneur is one who owns and runs an enterprise, especially a commercial one, often at personal financial risk. Women entrepreneurship development is a very crucial factor for the accelerated economic development of a country. Empowering women in entrepreneurship leads to break the inequalities and reduces poverty. Nowadays it has been realized that enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of job seekers to job givers.

NEED FOR WOMEN ENTREPRENEURS

The entrepreneurship of women is considered to be an effective instrument to the economic development and empowerment of women. Women entrepreneurs in the study area. For the purpose of the study primary data have been collected from 120 women entrepreneur respondents. Percentage analysis and ranking method were used to analyse the collected data. The present study is conducted in four Taluks namely Kadadali, Kamuthi, Muthukulathur and Thiruvadanai in Ramanathapuram District. The findings of the study reveal that 35% of the respondents are belonging to 36-45 years age group of the entrepreneurs. 32% of the respondents are between the age of 26 to 35 year and 22% of the respondents are Above 45 years. On analyzing the eleven factors which compelled the women to become entrepreneurs, most of the respondents feel that their financial needs compelled them to become entrepreneurs. On analyzing the 10 factors which facilitated the women entrepreneurs, most of the respondents feel that the factor ‘constant and growing demand’ facilitated to start new enterprises.

METHODOLOGY

For the purpose of the study primary data have been collected from women entrepreneur respondents in the selected four Taluks of Ramanathapuram District with the help of an interview schedule.

SAMPLING

120 women entrepreneurs have been selected by applying convenient sampling method for the purpose of the study.

TOOLS USED

For the purpose of the study percentage analysis and ranking method were used to analyse the collected data.

SCOPE OF THE STUDY

The present study is conducted to examine the factors compelling and facilitating the women entrepreneurs in four Taluks namely Kadadali, Kamuthi, Muthukulathur and Thiruvadanai in Ramanathapuram District. From each Taluk 30 women entrepreneur respondents were selected for the study.

TABLE – 1 Demographic Profile of the Respondents

<table>
<thead>
<tr>
<th>Age</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upto 25</td>
<td>14</td>
<td>11</td>
</tr>
<tr>
<td>26 to 35</td>
<td>38</td>
<td>32</td>
</tr>
<tr>
<td>36 to 45</td>
<td>42</td>
<td>35</td>
</tr>
<tr>
<td>Above 45</td>
<td>26</td>
<td>22</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data.

TABLE – 2 Marital Status of the Respondents

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>28</td>
<td>23</td>
</tr>
<tr>
<td>Married</td>
<td>76</td>
<td>63</td>
</tr>
<tr>
<td>Divorced</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Widowed</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data.

TABLE – 3 Educational Qualification of the Respondents

<table>
<thead>
<tr>
<th>Educational Qualification</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illiterate</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Upto HSC</td>
<td>52</td>
<td>43</td>
</tr>
</tbody>
</table>

Source: Primary Data.
On the job training

Dissatisfaction with previous job

Easy marketing

Constant and growing demand

Knowledge about market and techniques of production

Lot of leisure time

On the job training

Compulsion by friends

Dissatisfaction with previous job

Urbanization and unemployment

On applying weighted ranking method relating to factors which facilitated women entrepreneurs to start new enterprises, it is inferred that the most of the women entrepreneurs have given first rank to ‘Economic compulsion’, second rank to ‘Knowledge about market and techniques of production’. On applying weighted ranking method relating to factors which facilitated women entrepreneurs to start new enterprises, it is inferred that the most of the women entrepreneurs have given first rank to ‘Constant and growing demand’, second rank to ‘Sufficient financial background’, third rank to ‘Easy marketing’.

CONCLUSION

On analyzing the eleven factors which compelled the women to become entrepreneurs, most of the respondents feel that the factors financial needs compelled them to become entrepreneurs. On analyzing the ten factors which facilitated the women entrepreneurs, most of the respondents feel that the factors ‘constant and growing demand’, ‘sufficient financial background’, and ‘easy marketing’ facilitated them to start new enterprises.
REFERENCES