



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON THE FACTORS COMPELLING AND FACILITATING WOMEN ENTREPRENEURS TO START NEW ENTERPRISES IN THE SELECTED TALUKS OF RAMANATHAPURAM DISTRICT

KEY WORDS: Women Entrepreneurs, Facilitating Factor, Compelling Factor

S. Arabath Ali

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

ABSTRACT

Women entrepreneurship development is a very crucial factor for the acceleration of economic development of a country. Empowering women in entrepreneurship leads to break the inequalities and reduces poverty. The entrepreneurship of women is considered to be an effective instrument to the economic development and empowerment of women. 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. 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 Kadaladi, 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.

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 acceleration of 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 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 India women have made a comparatively late entry into business scenario mainly due to the orthodox and traditional social-cultural environment. Women are still struggling entrepreneurial freedom after long years had passed of Indian country got freedom. To accelerate the national development, the women in India should be encouraged and motivated to start new enterprises.

STATEMENT OF THE PROBLEM

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. 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. Women entrepreneurs are also increasing in Ramanathapuram district of Tamilnadu. A few factors are compelling and facilitating them to start new businesses. This study aims at analyzing the factors in detail.

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.
- To provide rank order to the factors compelling and facilitating the women entrepreneurs in the study area.

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 Kadaladi, 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

Age	No. of Respondents	Percentage
Upto 25	14	11
26 to 35	38	32
36 to 45	42	35
Above 45	26	22
Total	120	100

Source: Primary Data.

Table – 2 Marital Status of the Respondents

Marital Status	No. of Respondents	Percentage
Single	28	23
Married	76	63
Divorced	12	10
Widowed	4	4
Total	120	100

Source: Primary Data.

Table – 3 Educational Qualification of the Respondents

Educational Qualification	No. of Respondents	Percentage
Illiterate	12	10
Upto HSC	52	43

Higher Secondary	39	33
Degree	13	11
Others	4	3
Total	120	100

Source: Primary Data.

Table – 4 Monthly Income of the Respondents

Monthly Income	No. of Respondents	Percentage
Less than Rs.5,000	7	6
Rs.5000 to 10000	51	42
Rs.10001 to 15000	49	41
More than Rs.15000	13	11
Total	120	100

Source: Primary Data.

Table – 5 Nature of Business

Nature of Business	No. of Respondents	Percentage
Production	18	15
Trading	76	63
Service	26	22
Total	120	100

Source: Primary Data.

Table – 6 Initial Investment in the Business

Initial Investment	No. of Respondents	Percentage
Upto Rs.20000	32	27
Rs.20001 to 40000	41	34
Rs.40001 to 60000	18	15
Rs.60001 to 80000	14	12
Rs.80001 to 100000	9	7
Above Rs.100000	6	5
Total	120	100

Source: Primary Data.

Table – 7 Source of Capital

Source of Capital	No. of Respondents	Percentage
Owned	68	57
Borrowed	52	43
Total	120	100

Source: Primary Data.

Table – 8 Family Expenditure per month

Expenditure	No. of Respondents	Percentage
Upto Rs.5000	32	27
Rs.5001 to 10000	51	43
Rs.10001 to 15000	16	13
Rs.15001 to 20000	13	11
Above Rs.20000	8	6
Total	120	100

Source: Primary Data.

Table – 9 Factors which compelled Women Entrepreneurs to start New Enterprises

S.No.	Factors	Total Score	Rank
1	Economic compulsion	1107	1
2	Education in the field	993	2
3	Knowledge about market and techniques of production	864	3
4	Work experience	784	4
5	Lot of leisure time	697	5
6	On the job training	642	6
7	Compulsion by friends	613	7
8	Dissatisfaction with previous job	587	8
9	Urbanization and unemployment	543	9

10	Death of parent/husband	512	10
11	Other factors	96	11

Source: Primary Data.

Table – 10 Factors which facilitated Women Entrepreneurs to start New Enterprises

S. No.	Factors	Total Score	Rank
1	Constant and growing demand	1238	1
2	Sufficient financial background	1129	2
3	Easy marketing	917	3
4	Government incentives and concessions	896	4
5	Encouragement from family	843	5
6	Early availability of raw material	784	6
7	Peer group support	712	7
8	Encouragement of the government officials	679	8
9	Family and friends in this field	613	9
10	Any other	217	10

Source: Primary Data.

FINDINGS

- 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.
- 63% of the respondents are in the married category, 23% of the respondents belongs to single category, 10% of the respondents are divorced and 4% of the respondents are widowed.
- 43% of the respondents have completed Upto HSC, 33% of the respondents have completed higher secondary, 11% of the respondents are degree holders and 10% of the respondents are illiterate.
- 42% of the respondents are earning income of Rs.5000-10000 every month, 41% of the respondents are earning Rs.10001-15000 per month.
- 63% of the respondents have engaged themselves in trading activity, 22% of the respondents are in service sector and 15% of the respondents are in the production sector.
- 34% of the respondents have invested capital Rs.20001-40000 for their business, 27% of the respondents have invested capital upto Rs.20000 and 15% of the respondents have invested capital Rs.40001-60000.
- Sources of the capital of 57% of the respondents are from owned funds and 43% of the respondents have borrowed their capital.
- 43% of the respondents spend Rs.5001-10000 per month for their family and 27% of the respondents spend upto Rs.5000 per month.
- On applying weighted ranking method relating to factors compelled women to become entrepreneurs, it is inferred that the most of the women entrepreneurs have given first rank to 'Economic compulsion', second rank to 'Education in the field', third rank to 'Knowledge about market and techniques of production'.
- On applying weighted ranking method relating to factors facilitated women to become entrepreneurs, 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 their financial needs compelled them to become entrepreneurs. Education in the field, knowledge about market and work experience compelled many of them to start new enterprises. On analyzing the 10 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

1. Vinesh (2014), "Role of Women Entrepreneurs in India", *Global Journal of Finance and Management*, Vol.6, No.5, pp.473-480.
2. Dr.V.S.Dhekale (2016), "Performance of Women Entrepreneurship in India", *International Journal of Management*, Vol.7, Issue.1, pp.123-131.
3. Geetha Sulur Nachimuthu and Barani Gunatharan (2012), "Empowering Women through Entrepreneurship: A Study in Tamil Nadu, India", *International Journal of Trade, Economics and Finance*, Vol.3, No.2, pp.143-147.
4. K.Aruna (2016), "Factors Influencing the Performance of Women Entrepreneurs in Tiruchirappalli District", *Primax International Journal of Commerce and Management Research*, Vol.4, Issue.1, pp.1-9.
5. Rekha Panchal and Kavita Dua (2013), "A Study on Motivational Factors for becoming the Women Entrepreneur in Haryana (India)", *ABHINAV International Monthly Referred Journal of Research in Management & Technology*, ISSN 2320-0073, Vol.2, pp.72-78.