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A STUDY ON DECIDING FACTORS OF WOMEN ENTREPRENEURSHIP IN VIRUDHUNAGAR DISTRICT

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ABSTRACT

Traditionally women are inferior in Social Status in Indian Society but the leadership potentials is basically very high among women than men. At the same time the potentials of women are hidden by the Socio, economic and political constraints. A century dawn in 20, women become aware more of their status in society and showing interest to utilize their potentials in productive ways and means. It true there is a substantial development in their life style leads to economic standard. Even through women supersede men in some fields, they have not yet attained their status in society. In the world Gender Development Index (GDI) and in the world Gender Empowerment Measure (GEM) in 1995 India is ranked 128th and 95th respectively. It visualized that the women potential is not fully tapped. There is an evidence that economic empowerment is a source for empowerment of women in society. Enterprising capacity and managerial caliber among women is more than men. When women are trying to use their capabilities in any kind of enterprising activity, they will set their ways own and they are treated without any recognition, response in the society by the dominants of men. This situation is being continued even after creating awareness. Entrepreneurship is a tool to make the changes in the life of women otherwise they become remain unemployed particularly in rural and semi urban areas. Today women are actively participating in social and political activities. Similarly, they should participate in the development process through entrepreneurship is a mechanism to provide employment in the economy. Women should become as an entrepreneur instead of getting employment elsewhere.

KEYWORDS

Empowerment, entrepreneurship, unemployment, economic development, capabilities.

INTRODUCTION

Traditionally women are inferior in Social Status in Indian Society but the leadership potentials is basically very high among women than men. At the same time the potentials of women are hidden by the Socio, economic and political constraints. A century dawn in 20, women become aware more of their status in society and showing interest to utilize their potentials in productive ways and means. It true there is a substantial development in their life style leads to economic standard. Even through women supersede men in some fields, they have not yet attained their status in society. In the world Gender Development Index (GDI) and in the world Gender Empowerment Measure (GEM) in 1995 India is ranked 128th and 95th respectively. It visualized that the women potential is not fully tapped.

There is an evidence that economic empowerment is a source for empowerment of women in society. Enterprising capacity and managerial caliber among women is more than men. When women are trying to use their capabilities in any kind of enterprising activity, they will set their ways own and they are treated without any recognition, response in the society by the dominants of men. This situation is being continued even after creating awareness. Entrepreneurship is a tool to make the changes in the life of women otherwise they become remain unemployed particularly in rural and semi urban areas. Today women are actively participating in social and political activities. Similarly, they should participate in the development process through entrepreneurship is a mechanism to provide employment in the economy. Women should become as an entrepreneur instead of getting employment elsewhere.

Entrepreneur is an individual either women or men who takes risks to identify opportunities for economic gains. This special study is a case study. Hence enterprising women in virudhunagar district. This study as considered hundred (100) enterprising women of virudhunagar for primary data collection. The study is particularly confined to women who are engaged in manufacture, Trade and Service activities in Virudhunagar Town. The researcher using likert's scale wider structured questionnaires to collect the primary data.

The study is become more important because of the industrialization and development of any country is decided by business leadership in the country. In India more than 50% population of the society is remaining unutilized.

Virudhunagar district has covered a total population of 17.6 lakhs in 2001, of the population 13 lakhs are male and 12.6 lakhs are female, the percentage of literacy 78.65% out of this- male literacy and female literacy is 87.24 and 69.93% respectively.

OBJECTIVES

The main objective of this paper is to study

1. The types of enterprising and the forms of relationship.
2. To find out the enterprising age group of women.
3. To find out the relationship between the education and enterprising capacity of women.
4. To analyze community and religion and family back ground.

The respondents for the study were selected on the basis of their type of business activity, it was found that majority of women are involved in trading and servicing sector.

CATEGORY OF ENTERPRISING

There are 3 categories of business activities in manufacturing, Trading and servicing sectors. In the manufacturing sectors women are involved in preparation of Appalam, Matches, Crackers, Pickles, Masala powder, Bakery Items, Soap oil, Phenoil, Garments making, Residential handlooms. The women who are involved in Trading activity in serve business, Tiffin Centre, Grocery shop, Fancy stores, Medical shops, Rice Business, edible oil Stores, Cool-Drinks shop, Floor Mill. Under Servicing sector women are involved in Beauty Parlor, Book binding, STD Booth, DTP & Xerox Centre, Computer Based Typing Work, Tailoring etc.

Above the categories of enterprising activities are shown in the Table below.

TABLE 1: TYPE OF ENTERPRISING

Sl.No.	Category of Emp.	No. of Respondents	Percentage
1	Manufacturing	23	23%
2	Servicing	45	45%
3	Trading	32	32%
	Total	100	100%

The respondents were selected on the basis of their type of business activity. It was found out that majority of women are involved in trading and then in servicing sector.

AGE WISE DISTRIBUTION OF THE WOMEN ENTREPRENEURS ARE GIVEN

Table 2: AGE GROUP

Sl.No.	Age Group	No. of Respondents	Percentage
1	25-34	52	52%
2	35-44	26	26%
3	45-54	22	22%
	Total	100	100%

The diagram shows the Women in the age group of 25 to 34 are more enterprising than the other age group. Out of 100 respondents 52 belonged to the age group of 25 to 34 and 26 belonged to 35-44 and 22 belonged to 45-54.

COMMUNITY – WISE AND RELIGION-WISE DISTRIBUTION OF THE WOMEN ENTREPRENEURS

Table No. 3

Sl.No.	Community	No. of Respondents
1	BC	72
2	MBC	18
3	SC/ST	10

TABLE NO. 4

Sl.No.	Religion	No. of Respondents
1	HINDU	91
2	CHRISTIAN	5
3	MUSLIM	4

Table 3 & 4 table interprets the Backward Class people are more enterprising than MBC and SC/ST women. Particularly the Naidu & Nadar Community women are having more enterprising attitude than others. The proportions of respondents are more or less proportionate to their proportion in the community.

Education is the base for entrepreneurs that could be created. Hire education should result in more employment generation. But the study brings a reverse result.

TABLE 5: EDUCATION LEVEL OF WOMEN ENTREPRENEURS

Sl.No.	Education Level	No. of Respondents	Percentage
1	Primary	6	6%
2	Secondary	31	31%
3	Higher Secondary	24	24%
4	Graduate	23	23%
5	Post Graduate	5	5%
6	Diploma	11	11%
	Total	100	100%

Secondary and Higher Secondary education completed women are enough to start their own enterprises only 5% of the women Post Graduates are become entrepreneur. But those who have completed secondary education comprised of 31% of the total women entrepreneur.

TABLE 6: TYPE OF FAMILY & MARITAL STATUS

Sl.No.	Marital Status	No. of Respondents
1	Married	70
2	Un-Married	17
3	Widow	13
	Total	100

The married women and women in nuclear family find conducive environment for doing business 70% of married women and nuclear family are become entrepreneurs; also it is worthwhile to note that 13% of widows come under the chosen respondents.

TABLE 7: TYPE OF FAMILY

Sl.No.	Type of Family	No. of Respondents
1	Nuclear	70
2	Joint	30
	Total	100

The women being a suppressed class for a long time in the society should have had some motivational factors to their enterprising. The suppressed class of women in the society they should have some motivational factors to start their enterprising. The results were brought about as:

TABLE 8

Sl.No.	Source of Capital	No. of Respondents	Percentage
1	Own Investment	24	24%
2	Bank Loans	35	35%
3	Friends and Relatives	15	15%
4	Government Funding	21	21%
5	Money Lenders	5	5%
	Total	100	100%

Women entrepreneurs have started their business by their own funding or from bank loans. 24% of the women have started their business with their own cash in hand 35% of the individuals are tied to their business, because of the funding from banks. It is interesting to note that only 5% of the respondents have relied on money lenders. Banks should start their promotional measures to attract more women entrepreneurs.

The hypothesis framed for this study is that there is no significant relationship between marital status and the type of business they choose.

TABLE 9: MARITAL STATUS & TYPE OF BUSINESS

Sl.No.	Marital Status	Manufacturing	Trading	Serving	Total
1	Married	13	35	22	70
2	Un-Married	6	5	6	17
3	Widow	4	5	4	13
	Total	23	45	32	100

After the analysis the χ^2 value was calculated and was found out as 2.8463 which was less than the table value of 9.49 at 5% level of significance. And hence the hypothesis hold good.

FACTORS MOTIVATING WOMEN FOR SELF-EMPLOYMENT

Some of the factors chosen were asked to be ranked by the respondents and the result is given in the following table.

TABLE 10: MOTIVATING FACTORS

S.No	Motivating Factors	Rank	No. of Response
1.	Earning money	1	21
2.	Govt. incentives and concessions	2	18
3.	Education and Training received	3	17
4.	Earning social status	4	14
5.	Independence	5	11
6.	Family Encouragement	6	9
7.	Self interest	7	6
8.	Time passing	8	2
9.	No other job	9	2

Based on the study conducted from the same group of women it was found that the main factor motivated their entrepreneurial attitude is earning money, only after that comes encouragement from family members, education and training received and social status. It was also found out that there is not much gap among the motivating factors except the factor that there is no other job.

FINDINGS AND CONCLUSION

The major findings brought out from the above analysis are as follows:

Women entrepreneurs have started their business by their own funding or from bank loans. The hypothesis viz. there is no significant relationship between marital status and the type of business they chosen was proved. To conclude, women those who are in the age group of 25-34 those who belong to backward community, those who have just completed school education, those who are in nuclear family and those who are married are having more entrepreneurial atmosphere, motivation and capacity to manage herself with adjusting and cooperation of her husband and children, when compared to their peer group. It was also found out that the money earning is the priority motivating factor deciding their entrepreneurship. Encouragement from family members, education and training received and social statuses are some of the other motivating factors.

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