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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE RELATIONSHIP BETWEEN ACCOUNTING REVENUES, INCOME AND EXECUTIVE PAY <i>DR. C. JOE UENG, DR. VINITA RAMASWAMY, DR. YA-HUI HSIEH, DR. YU-TA CHEN &amp; CHING LIANG CHANG</i>	1
2.	TRAFFIC FATALITIES AMONG CHILDREN THAT IS CAUSING EXTENSIVE ECONOMIC DAMAGES <i>MURAT DARCIN</i>	5
3.	IMPACT OF CONSUMER PRICE INDEX, REAL EFFECTIVE EXCHANGE RATE INDEX, PER CAPITA INCOME AND DISCOUNT RATE ON PAKISTAN'S STOCK MARKET INDEX <i>MUHAMMAD TOSEEF ASLAM &amp; DR. MUHAMMAD RAMZAN</i>	10
4.	NEW FACE OF MANAGEMENT EDUCATION: ISSUES AND CHALLENGES <i>DR. S. K. BARAL</i>	15
5.	MANAGEMENT OF RURAL FINANCING FOR RURAL UPLIFTMENT -AN ANALYSIS <i>DR. A. JAGADESH BABU &amp; DR. V. V. RATNAJI RAO CHOWDARY</i>	20
6.	PROBLEMS OF WOMEN ENTREPRENEUR IN MAYILADUTHURAI, NAGAI DISTRICT <i>K. MANIKANDAN &amp; DR. K. RAMAKRISHNAN.</i>	24
7.	SWOT ANALYSIS OF WOMEN ENTREPRENEURSHIP IN TIRUPUR WITH SPECIAL REFERENCE TO DALITS <i>P. DEVI BHUVANESHWARI &amp; DR. R. ANNAPOORANI</i>	29
8.	QUALITY WORK LIFE OF MIGRANT CONSTRUCTION WORKERS IN CHENNAI <i>DR. LAVANYA VEDAGIRI RAO</i>	33
9.	AWARENESS LEVEL AMONG WOMEN ENTREPRENEURS TOWARDS STREE SHAKTI AND SGSY – A STUDY OF NORTH KARNATAKA DISTRICTS <i>DR. A. S. SHIRALASHETTI</i>	37
10.	SACK TO SOPHISTICATION: JOURNEY OF JUTE INDUSTRY <i>SANGEETA DEWAN &amp; PREETI SODHI</i>	41
11.	SOCIO ECONOMIC DETERMINANTS OF PARTICIPATION IN MGNREGA: A STUDY IN BANKURA DISTRICT OF RURAL WEST BENGAL <i>BIPUL DE &amp; SEBAK JANA</i>	48
12.	CUSTOMER PREFERENCE AND SATISFACTION TOWARDS CHAT OUT RESTAURANTS <i>DR. C. K. MUTHUKUMARAN, DR. D. SUGUMAR &amp; DR. A. B. ANGAPPAPILLAI</i>	55
13.	IS LABOUR GETTING FAIR SHARE IN ORGANISED MANUFACTURING SECTOR? <i>DR. ASHOK KUMAR &amp; BALJEET KAUR</i>	60
14.	SOCIO-ECONOMIC STATUS OF TSUNAMI SURVIVORS IN KOTTUCHERRYMEDU, KARAICAL DISTRICT - A CASE STUDY <i>DR. N. UDAYAKUMARI &amp; N. MANIMOZHY</i>	65
15.	COINTEGRATION AND CAUSAL RELATIONSHIP AMONG CONTRIBUTION OF AGRICULTURE, INDUSTRY AND SERVICE SECTOR TO GROSS DOMESTIC PRODUCT IN BANGLADESH <i>MD. ARAFAT RAHMAN &amp; TANVIR KHAN</i>	68
16.	ASSET LIABILITY MANAGEMENT IN PUNJAB NATIONAL BANK -WITH SPECIAL REFERENCE TO THEIR INTEREST RATE SENSITIVITY <i>DEVI PREMNATH &amp; GOWRY.R</i>	73
17.	STRUCTURAL CHANGE IN SOUTHERN STATES OF INDIA <i>TINA SINGH</i>	79
18.	ANALYSIS OF INDIAN DIRECT TAX SYSTEM <i>DR. P. AMARJOTHI.</i>	83
19.	FRAMEWORK FOR DEVELOPMENT OF STRATEGIC ELEMENTS TO SELF HELP GROUPS IN JAMMU AND KASHMIR STATE <i>AASIM MIR</i>	86
20.	WEAK AREAS IN ACCOUNTING SYSTEM CONTROL FACILITATING WHITE COLLAR CRIME <i>DR. YOGESH MAHESWARI</i>	88
21.	HUMAN RESOURCE ACCOUNTING: AN EFFECTIVE ANALYSIS AND FUTURE ASPECT <i>SUJAN KANTI BISWAS &amp; SUMAN KANTI DEB</i>	92
22.	EFFECT OF HEALTH INFORMATION LITERACY ON THE ATTITUDE OF WOMEN TOWARDS FAMILY PLANNING <i>ARAMIDE OLUFEMI, AYO ODUROYE &amp; AKIN ALAGBE</i>	99
23.	VARIATIONS IN EXTERNAL CAPITAL FLOWS AND GROWTH IN THE CEMAC ZONE <i>GEORGES DIEUDONNÉ MBONDO</i>	104
24.	ECONOMIC MODELING OF THE COST OF INPUTS FOR RICE PRODUCTION: A CASE STUDY ON BANGLADESH <i>MD. GHULAM RABBANY, SHARMIN AFRIN, AIRIN RAHMAN &amp; FARJANA SALAM</i>	111
25.	THE ROLE OF MARKETING-MIX STRATEGIES ON GROWTH OF MICRO AND SMALL ENTERPRISES IN MERU COUNTY-KENYA <i>MWIRIGI RAELE NKATHA &amp; LENITY MUGENDI</i>	116
26.	BANK -SPECIFIC DETERMINANTS OF PROFITABILITY OF QUOTED COMMERCIAL BANKS IN KENYA <i>UMULKHER ALI ABDILLAH &amp; MUGANDA MUNIR MANINI</i>	122
27.	TREND OF AREA, PRODUCTION AND PRODUCTIVITY OF RICE CROP IN ASSAM <i>ANANYA BORGHAIN</i>	130
28.	ANALYSIS OF HOME LOANS BY PUBLIC SECTOR BANKS: INTER-BANK & INTRA-BANK ANALYSIS <i>JYOTI BHATIA</i>	136
29.	TREND AND PATTERNS OF FDI INFLOW INTO INDIA <i>RANJAN KUMAR NAYAK</i>	143
30.	HEDONIC CONSUMPTION & CHANGING DEMOGRAPHICS OF THE INDIAN CONSUMER: EMERGING TRENDS AND STRATEGIC IMPLICATIONS <i>ANURAG KANSAL</i>	156
	REQUEST FOR FEEDBACK	165

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**SWOT ANALYSIS OF WOMEN ENTREPRENEURSHIP IN TIRUPUR WITH SPECIAL REFERENCE TO DALITS**

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**ABSTRACT**

A woman entrepreneur is an adult who owns and runs an enterprise, especially a commercial one, often at personal financial risk. In India women have made a comparatively late entry into business scenario mainly due to the orthodox and traditional socio-cultural environment. In India from the very beginning, women have solely dominated the area of household activities. Today non-traditional enterprises are easily managed by women and are done so excellently with them as the decision – makers. Today, woman entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. Among the reasons for women to run organized enterprises are their skill and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive. In this content a research study on “SWOT analysis of women entrepreneurship in Tirupur with special reference to Dalits” was formulated with the objectives of identifying the socio economic profile of Dalit women entrepreneurs, to highlight the main motivational factors for Dalit women entrepreneurs and to study the major constraints faced by the Dalit women entrepreneurs. The study was related to 50 dalit women entrepreneurs in Tirupur district of Tamil Nadu. The study identified the problems of dalit Women entrepreneurs as financial, marketing, social and psychological problems. The degree of problems varies among the male and female entrepreneurs. The female entrepreneurs highly perceive the problems than the male entrepreneurs. But at the same time, the female respondents are also viewing that there are much more opportunities. The level of perception on problems was significantly associated with the profile of entrepreneurs especially personally trait and the highly indebted entrepreneurs highly perceive the problems.

**KEYWORDS**

women entrepreneurship, Dalit womens.

**INTRODUCTION****WOMEN ENTREPRENEURS IN INDIA**

A woman entrepreneur is an adult who owns and runs an enterprise, especially a commercial one, often at personal financial risk. A recent ILO-Indian study of woman entrepreneurs gave the definition of women’s enterprise as “a small unit where one or more women entrepreneurs have not less than 50 per cent financial holdings”. In India women have made a comparatively late entry into business scenario mainly due to the orthodox and traditional socio-cultural environment.

In India from the very beginning, women have solely dominated the area of household activities. Today non – traditional enterprises are easily managed by women and are done so excellently with them as the decision – makers. Today, women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. Among the reasons for women to run organized enterprises are their skill and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive.

The principal factor in developing entrepreneurship among women is not in terms of infrastructure or financial assistance or identifying an enterprise but it is a question of clearing the ground for their movement into entrepreneurship. For ages together they have been confined to a secondary role and confined to the homes though there are several factors contributing to the emergence of women as entrepreneurs. The sustained and coordinated effort from all dimensions would pave the way for the women moving into entrepreneurial activity thus contributing to the social and economic development of the members of the family and thereby gaining equality and equal importance for themselves.

**DEVELOPMENT OF DALIT WOMEN ENTREPRENEURS**

The dalit women are mostly the ones who set up small enterprises to sustain themselves and their families. Although, becoming an entrepreneur did arouse a little dilemma in many dalit women they have the potentialities for becoming one. However, to earn quick money was the basic reason for dalit women to start entrepreneurship. They have a deep-seated need for a sense of independence along with a desire to do something meaningful with their time and to have their own identity instead of remaining closeted behind their husband’s nameplate. In this context, a research study on “SWOT analysis of Women Entrepreneurship in Tirupur with special reference to Dalits” was formulated with the following objectives:

1. To identify the strength of Dalit women entrepreneurs.
2. To highlight the main weakness of Dalit women entrepreneurs and
3. To study the opportunities and threats of Dalit women entrepreneurs.

**METHODOLOGY**

The study was related to Tirupur District of Tamil Nadu due to easy accessibility. Tirupur is a textile hub and a vast generator of employment for unskilled temporary workers. Tirupur is the “knitwear capital” of India. It has spurred up the textile industry in India for the past three decades. Its economic boom boosts the morale of Indian industrialists. It contributes to a huge amount of foreign exchange in India. Tirupur has the largest and fastest growing urban agglomerations in Tamil Nadu. Tirupur stands as the life for millions of people in Tamil Nadu. Tirupur consists of 13 blocks namely Uthukuli, Gudimangalam, Vellakovil, Madathukulam, Kundadam, Mulanur, Udumalpet, Avinashi, Palladam, Pongalur, Tirupur, Kangayam and Dharmapuri. The study was confined to Nallur Corporation of Tirupur block. From Nallur corporation 50 dalit entrepreneurs were selected for the study based on their co-operation and willingness to respond. The required information were collected by administering an interview schedule to the respondents and five point rating scale was used to find out the strength, weakness, opportunities and threats.

**TOOLS USED**

‘t’ test was used to find out whether there is a significant difference in strength, weakness, opportunities and threats of men and women entrepreneurs.

## SWOT ANALYSIS

The SWOT analysis is one of the important management tools to identify the problems and prospects of the units. If the strengths are greater than the weakness of the units and the opportunities are greater than the threats to the units, there will be a better scope for the units. If the weaknesses are greater than its strengths and the threats are greater than its opportunities, it may lead to so many problems to the units. The SWOT analysis is generally used for the self-appraisal of any organization. In the present study, the SWOT analysis has been used to exhibit the level of strengths, weakness, opportunities and threats to the micro enterprises run by dalit women.

## FINDINGS OF THE STUDY

### A. STRENGTH OF MICRO ENTERPRISES

The strengths of the micro enterprises are important for its future prospects. Even though, the strengths of micro enterprises are too many, the present study confine to only 10 strengths.

#### MEAN SCORE OF STRENGTHS OF MEN AND WOMEN ENTREPRENEURS

The respondents are asked to rate the strengths at five point scale. The mean score of strength has been computed. Table I represents the mean score of strengths of men and women entrepreneurs.

**TABLE I: MEAN SCORE OF STRENGTHS OF MEN AND WOMEN ENTREPRENEURS**

Strengths	Mean score among		t-statistics
	Men	Women	
Minimum requirement of investment	3.4325	3.6527	1.6385
Easy to start and manage	3.2907	3.4578	1.1464
Flexibility in decision making	3.2195	3.6547	0.9143
Motivation to succeed due to ownership	3.3247	3.3443	-2.4512*
Speed in taking decisions	3.4423	3.8032	-2.1214*
Lack of bureaucracy	3.2669	3.5971	-1.5642
Family orientation	3.7134	3.6524	-2.5216*
Lack of formalities to start	3.2380	3.6598	-1.3256
Government support	3.2995	3.6891	-1.9932*

Source: Calculated figures based on field survey

\*Statistically significant at 5% level.

The highly viewed strengths of the micro enterprises among the men respondents are flexibility in decision making and minimum requirement of investment since its mean score are 3.2195 and 3.4325 respectively. Among the women respondents, these two are motivation to succeed due to ownership and minimum requirement of investment since its mean scores are 3.3443 and 3.6527 respectively. Regarding the perception of strengths, the significant difference among the men and women respondents have been identified in four variables out of 9 variables since their respective 't' statistics are significant at five percent level as illustrated in Table I.

#### FREQUENCY DISTRIBUTION OF THE RESPONDENTS BASED ON THE SCORE ON STRENGTHS OF MICRO ENTERPRISES

The score of strength of the rural micro enterprises among the respondents have been computed. The distribution of respondents on the basis of their score on strengths of micro enterprises is given in Table II.

**TABLE II: FREQUENCY DISTRIBUTION OF THE RESPONDENTS BASED ON THE SCORE ON STRENGTHS OF MICRO ENTERPRISES**

Score on Strength of Micro Enterprises	Number of respondents		Total
	Men	Women	
Less than 2.00	10	4	14
2.00-3.00	6	7	13
3.00-4.00	10	6	16
Above 4.00	4	3	7
Total	30	20	50

Source: Field Survey.

Of the total respondents, 32 percent were in the score of 3.00-4.00 with regard to score on strength of micro entrepreneurs.

### B. WEAKNESS OF MICRO ENTERPRISES

Weakness of micro enterprises are the major handles for its growth. If the weakness are properly identified and assessed by the entrepreneurs, they can rectify it with due course of time. The present study has made an attempt to measure the weakness of micro enterprises with the help of 10 variables. The mean score of the weakness of the respondents have been computed and given in Table III.

**TABLE III: MEAN SCORE OF WEAKNESS OF MEN AND WOMEN ENTREPRENEURS**

Weakness	Mean score among		t-statistics
	Men	Women	
Over dependence on intermediaries	3.4212	2.6598	2.0154*
Intense competition	3.5185	2.5864	-0.4587
High cost of production	2.6853	2.5411	0.6258
Low mobility	3.2058	2.6598	0.3659
More Family responsibility	3.1145	3.2587	-0.2547
Lack of education	3.3325	2.8926	-1.2548
Lack of skill acquisition	3.5246	3.0658	2.0214*
Lack of confidence	3.2584	2.9821	-2.1457*
Lack of technical and managerial skills	3.6532	3.4175	-2.5541*

Source: Calculated figures based on field survey

\*Statistically significant at 5% level.

The highly viewed weaknesses of micro enterprises among the men respondents are intense competition and lack of skill acquisition since their mean scores are 3.5185 and 3.5246 respectively. Among the women respondents these are lack of education and confidence since their mean scores are 2.8926 and 2.9821 respectively. Regarding the perception on weakness of micro enterprises, the significant difference among the male and female respondents have been noticed in the case of 4 variables out of 9 variables since their 't' statistics are significant at five percent level.

TABLE IV: FREQUENCY DISTRIBUTION ON WEAKNESS OF MEN AND WOMEN ENTREPRENEURS

Frequency distribution	Number of respondents		Total
	Men	Women	
Less than 2.00	7	7	14
2.00-3.00	10	6	16
3.00-4.00	6	5	11
Above 4.00	4	5	9
Total	27	23	50

Source: Field survey

Of the total, 32 percent were in the score of 2.00-3.00 with regard to score on weakness of micro enterprises.

### C. OPPORTUNITIES FOR MICRO ENTERPRISES

The opportunity for rural micro enterprises indicates the scope of growth of micro enterprises in future. The opportunities for micro enterprises have been measured with the help of nine variables. The respondents are asked to rate these nine variables at five point scale according to the order of scope from very high to very low.

#### MEAN SCORE ON OPPORTUNITIES FOR MEN AND WOMEN ENTREPRENEURS

The mean score of opportunities among the male and female respondents have been computed separately. The 't' test has been applied to test the significant difference among the men and women respondents regarding the opinion on opportunities. Table-V represents the Mean score on opportunities for men and women entrepreneurs.

TABLE V: MEAN SCORE ON OPPORTUNITIES FOR MEN AND WOMEN ENTREPRENEURS

Opportunities	Mean score among		t-statistics
	Men	Women	
Competitive advantage	3.2187	3.6754	-2.1434*
Enhance the profitability	3.6842	4.6617	-2.5376*
Sustainability within a market environment	3.0724	3.5287	-2.5309*
Understanding the local needs	3.6543	3.8790	-2.6529**
Less competition	3.4585	3.7425	-2.6547**
Government support	3.5435	3.5623	-1.7843
Easier to start and manage	3.5648	3.3778	0.7328
Flexibility	3.5514	3.5648	0.6645
Cheaper labor	3.5649	3.5564	-2.2264*

Source: Calculated figures based on field survey

\*Statistically significant at 5% level.

\*\* Statistically significant at 1% level.

Table V shows the mean score of opportunities among the men and women respondents and its respective 't' statistics. The highly viewed opportunities among the men respondents are flexibility and enhance profitability since their mean scores are 3.5514 and 3.6842 respectively. Among the women respondents, these two are enhancing the profitability and less competition since their mean scores are 4.6617 and 3.7425 respectively. Regarding the level of perception on opportunity, the significant difference between the male and female respondents have been identified in six variables out of nine variables since their respective 't' statistics are significant at five percent level.

TABLE VI: FREQUENCY DISTRIBUTION ON OPPORTUNITIES OF MEN AND WOMEN ENTREPRENEURS

Frequency distribution	Number of respondents		Total
	Men	Women	
Less than 2.00	3	7	10
2.00-3.00	6	8	14
3.00-4.00	9	7	16
Above 4.00	5	5	10
Total	23	27	50

Source: Field survey

Of the total, 32 percent were in the score of 3.00-4.00 with regard to score on weakness of micro enterprises.

### D. THREATS TO MICRO ENTERPRISES:

The mushroom growth of shopping mall and departmental stores at rural and semi-urban areas are becoming as one of the important threats to micro enterprises. The threats to micro enterprises in the present study have been examined with the help of six variables. The respondents are asked to rate these variables at five point scale.

#### MEAN SCORE ON THREATS TO MEN AND WOMEN ENTREPRENEURS

The mean score of the variables in threats among the male and female respondents have been computed separately. The 't' test has been executed to analyse the significant difference among the male and female respondents regarding their view on threats. The results are given in Table VII.

TABLE VII: MEAN SCORE ON THREATS FOR MEN AND WOMEN ENTREPRENEURS

Threats	Mean score among		t-statistics
	Men	Women	
Urbanization	3.5564	3.9776	-1.3425
Change in consumer taste and preferences	3.0503	3.3342	0.2165
Stiff competition	3.7261	3.1141	-0.1773
Social constraints	3.1145	3.9943	-2.9836**
Higher dependence on private finance	3.8184	3.4812	0.9943
Low need for achievement	3.2354	3.6229	-1.9843*

Source: Calculated figures based on field survey

\*Statistically significant at 5% level.

\*\* Statistically significant at 1% level.

The highly viewed threats among the men respondents are change in consumers taste and preference and higher dependence on private finance since their mean scores are 3.0503 and 3.8184 respectively. Among the women respondents, the main threats are social constraints and urbanization since their mean scores are 3.9943 and 3.9776 respectively. Regarding the perception to micro enterprises, the significant difference among the male and female respondents have been seen in the case of two variables out of 6 variables since their respective 't' statistics are significant at five per cent level.

TABLE VIII: FREQUENCY DISTRIBUTION ON THREATS OF MEN AND WOMEN ENTREPRENEURS

Frequency distribution	Number of respondents		Total
	Men	Women	
Less than 2.00	3	5	8
2.00-3.00	6	8	14
3.00-4.00	10	7	17
Above 4.00	5	6	11
<b>Total</b>	<b>24</b>	<b>26</b>	<b>50</b>

Source: Field survey

Of the total, 34 percent were in the score of 3.00-4.00 with regard to score on weakness of micro enterprises.

**RESPONDENTS VIEW ON SWOT**

The respondents view on Strength (S), Weakness (W), Opportunities (O), and Threats (T) have been measured among the men and women respondents separately in order to exhibit the level of SWOT among them. The 't' test has been administered to find out the significant difference among the male and female respondents regarding their SWOT. The results are presented in Table VII.

TABLE IX: RESPONDENTS VIEW ON SWOT TO MICRO ENTERPRISES

SWOT	Mean score among		t-statistics
	Male	Female	
Strengths	3.6549	3.8342	-2.8328**
Weakness	3.1765	3.0445	0.7223
Opportunities	3.6287	3.8035	-2.0237*
Threats	3.6279	3.8823	-1.8835

Source: Calculated figures based on field survey

\*Statistically significant at 5% level.

\*\* Statistically significant at 1% level.

Regarding the strengths, opportunities and threats, the mean scores are identified as higher among the female respondents than the male respondents. Regarding the weakness, the mean score among the male respondents is higher than the female respondents. Regarding the level of perception on SWOT, the significant difference among the men and women respondents have been identified in the case of strength, opportunities and threats since their respective 't' statistics are significant at five percent level.

**CONCLUSION**

The important problems of entrepreneurship are financial, marketing, social and psychological. The degree of problems varied among the male and female entrepreneurs. The female entrepreneurs highly perceive the problems than the male entrepreneurs. But at the same time, the female respondents are also viewing that there are much more opportunities to micro enterprises. The level of perception on problems is significantly associating with the profile of entrepreneurs especially personally trait. The highly indebted entrepreneurs highly perceive the problems. The strengths of the rural micro enterprises are viewed as higher than its weakness. Similarly, the opportunities are viewed as higher than its threats. If the Government properly identifies the specific problems faced by a particular segment, they can implement appropriate programmes to reduce the problems.

**SUGGESTIONS**

- In order to check the failure of entrepreneurs they must be imparted necessary skill in the handling of the scheme, which in turn would generate confidence among them.
- Government policies should primarily be targeted towards removing regulatory barriers and minimizing state induced costs.
- There is a need for formulating policies aimed at providing common services for micro enterprises and encouraging clusters to reap the benefits of external economies and
- Measures should be formulated to promote efficiency of micro enterprises.

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