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A STUDY ON PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURS IN SIVAGANGAI DISTRICT

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Abstract

Entrepreneurship plays an imperative role in the growth of the society. Development of entrepreneurship culture and qualitative business development services are the major requirements for entrepreneurship emerges from an individuals and create industrial growth. Diverse the schemes for the development of women entrepreneurs are being put into operation by both state and central government .However in reality there are difficulties in getting the advantages and assistance from the government by women. Hence an attempt has been made to analyse the problems faced by women entrepreneurs and prospectus of women entrepreneurs. The place of women entrepreneurs in Tamil Nadu and the study area of Sivagangai have been assessed. The steps taken by various state government of India for the promotion of women entrepreneurs has also been discussed.

Keywords: *Entrepreneurship, Economic Strength, Empowerment.*

Introduction

Entrepreneurship plays an imperative role in the growth of any society. Development of entrepreneurship culture and qualitative business development services are the major requirements for entrepreneurship emerges from an individuals and create industrial growth.

Statement of the Problem

The study attempted to identify the trends of women entrepreneurship in Sivagangai District in terms of community, occupation, economic origins and motivations, the life framework, empowerment and identifies socio –cultural factors that affect the

entrepreneurial process among women. It was found that the problems faced by women entrepreneurs were multi-dimensional, and multi-faceted, they had to encounter additional problems because of womanhood. The aim of this research is to study these challenges and interdisciplinary relationship.

Government gives the support to women entrepreneurship through the medium of the DIC S, MCED, NGO' EDP Cell, MSME scheme and the like. There is need of an enquiry whether the performance of DIC in Sivagangai is improving or not, whether the number of beneficiaries is increasing, or the amount of loan disbursed is growing and so on. Diverse

the schemes for the development of women entrepreneurs are being put into operation by both state and central government. Hence an attempt has been made to analyse the problems faced by women entrepreneurs and prospectus of women entrepreneurs.

Objectives of the Study

- To study and analyse the socio economic profiles of women entrepreneurs in Sivagangai District.
- To analyse the economic, psychological, social and financial problems and constraints of entrepreneurship development of women entrepreneurship in Sivagangai District.
- To analyses the challenges being faced by woman entrepreneur in Sivagangai District.
- To offer suitable suggestions on the basis of findings of the study.

Hypotheses of the Study

There is no significant relationship between age of workers and the overall opinion on the problems and prospects of women entrepreneurs in Sivagangai.

There is no significant relationship between age of workers and overall level of opinion on the prospects of women entrepreneurs in Sivagangai.

Methodology

The validity of research is based on the systematic method of data collection and analysis of the data collected. The data is collected through primary data as well as secondary data. The study is based on the data collected from individual women entrepreneurs in Sivagangai District. The sampling technique followed in this study is non-probability convenient sample techniques are used to select the respondents from the available data base. Accordingly, the researcher has selected 120 respondents in the study area.

Socio-Economic condition

Women form a nation’s significant human resource. They should be sued as instruments for the growth and development of economy of each and every state. Women, on the other hand, are willing to take up business and lend their contributions to the growth of the nation. Women are now ready to do all business and enter all professions like trade, industry, engineering etc. The role and participation of women are recognized and steps are being taken for the promotion of women

entrepreneurship, women must be shaped up properly with other entrepreneurial traits and skills to face the challenges of world markets, meet the changes in the trends, be competent enough to sustain and strive for excellence in the entrepreneurial field. A complete entrepreneurial development in a nation can be achieved by the participation of women and therefore the growth and development of women entrepreneurs must be accelerated

Socio Economic Condition

| Socio-Economic Profile | f | % |
|-----------------------------|----|-------|
| Age | | |
| Upto 20 years | 40 | 33.33 |
| 30-40 years | 28 | 23.33 |
| Above40 years | 52 | 43.34 |
| Size of the family | | |
| Nuclear family | 68 | 56.66 |
| Joint family | 52 | 43.34 |
| No.of Members in the family | | |
| Upto 2 Members | 8 | 6.66 |
| 3 Members | 40 | 33.34 |
| 4 Members | 66 | 55.00 |
| Above 4 Members | 6 | 5.00 |
| Educational Qualification | | |
| SSLC | 54 | 45.00 |
| HSC | 46 | 38.33 |
| Graduate | 20 | 16.67 |
| Monthly income | | |
| Rs. 5000 -10000 | 56 | 46.66 |
| Rs.1000 -20000 | 40 | 33.34 |
| Rs.2000 -30000 | 22 | 18.34 |
| Above Rs.30000 | 2 | 1.66 |
| Nativity | | |
| Rural | 44 | 36.67 |
| Urban | 56 | 46.66 |
| Semi Urban | 20 | 16.67 |
| Marital status | | |
| Married | 70 | 58.33 |
| Unmarried | 50 | 41.67 |
| Religion | | |
| Hindu | 58 | 48.33 |
| Muslim | 22 | 35.00 |
| Christian | 20 | 16.67 |

It is found that a high percentage (43.34%) of the women entrepreneurs are in the age group of above 40 years.

- A majority (56.66%) of the women entrepreneurs are from nuclear family.
- It is noted that a majority (55.00%) of the respondents belong to families with 4 members.

- It is inferred that a sizable number (45.00%) of the women entrepreneurs are S.S.L.C.
- It is understood that a considerable number (46.66%) of the respondents have their monthly income between ₹5,000 and ₹ 10,000.
- It is concluded that most (46.66%) of the women entrepreneurs come from urban areas.
- It can be concluded that a majority (58.33%) of the women entrepreneurs are married
- It could be inferred that most (48.33%) of the women entrepreneurs are Hindus.

| Enterprise Profile | f | % |
|----------------------------|----|-------|
| Income from business | | |
| Rs. 5000 -10000 | 44 | 36.67 |
| Rs. 10000- Rs.15000 | 56 | 46.66 |
| Above Rs.15000 | 20 | 16.67 |
| Other than business income | | |
| Rs.2000- Rs.5000 | 60 | 50.00 |
| Rs. 5000-Rs. 10000 | 40 | 33.33 |
| Above 10000 | 20 | 16.67 |
| Time spent for business | | |
| Upto 4 hours | 2 | 1.66 |
| 4 to 8 hours | 22 | 18.34 |
| 8 to 12 hours | 42 | 35.00 |
| Above | 54 | 45.00 |
| Acquired skill | | |
| Though technical course | 20 | 16.66 |
| Though special training | 44 | 36.67 |
| Though employment | 54 | 45.00 |
| Any other specify | 2 | 1.67 |
| Mode of decision making | | |
| Independent decision | 56 | 46.66 |
| Consulting family member | 42 | 35.00 |
| Any other specify | 22 | 18.34 |
| Market Area | | |
| Local Area | 58 | 48.33 |
| Within the district | 62 | 51.67 |
| Mode of sales | | |
| Cash | 66 | 55.00 |
| Both cash and credit | 54 | 45.00 |
| Period of credit | | |
| Upto 15 days | 50 | 41.67 |
| 15 to 30 days | 20 | 16.66 |
| 30 to 60 days | 44 | 36.67 |
| Above 60 days | 6 | 5.00 |

- It is inferred that a sizable number (46.66%) of the women entrepreneurs are received income from business between ₹ 10,000 and ₹15,000.

- A majority (50.00%) of the women entrepreneurs are earned other than business income between ₹2,000 and ₹ 5,000.
- It can be concluded that most (45.00%) of the women entrepreneurs have spent time for business of above 12 hours per day.
- Most of the women entrepreneurs (45.00%) have acquired skill through employment.
- This study shows that a sizable portion (46.66%) of the women entrepreneurs have taken decision in their business independently.
- Most (51.67%) of the women entrepreneurs said that their market area is within the district.
- It is indicated that a majority (55.00%) of the women entrepreneurs have made cash sales only in the study area.
- It can be concluded that a sizeable number (41.61%) of the women entrepreneurs are expressed that they allowed credit upto 15 days.

Reason for Starting Business

The Garret ranks are calculated by using appropriate Garret ranks, the Garret value is ascertained. The Garret table values and scores of each rank is Table 4.31. Finally by adding each now, total Garret score is obtained.

Reason for Starting Business– Garret Score

| Reasons | 1 | 2 | 3 | 4 | 5 | 6 | Scores |
|----------------------|------|------|------|------|------|-----|--------|
| Earn Income | 2772 | 1386 | 1430 | 1104 | 74 | 230 | 6996 |
| Family Situation | 462 | 1512 | 1430 | 1288 | 740 | 368 | 5800 |
| Social Status | 438 | 1890 | 220 | 920 | 1110 | 690 | 5268 |
| Empowerment of Women | 616 | 1134 | 660 | 1380 | 1184 | 460 | 5434 |
| No other Go | 3388 | 630 | 1320 | 92 | 296 | 736 | 6462 |
| Lack of Employment | 1540 | 1008 | 1540 | 736 | 1036 | 276 | 6136 |

Reason for Starting the Business

| Reasons | Score | Average | Rank |
|--------------------|-------|---------|------|
| Earn Income | 6996 | 58.30 | 1 |
| Family Situation | 5800 | 53.85 | 2 |
| Social Status | 5268 | 51.13 | 3 |
| Empowerment | 5434 | 48.33 | 4 |
| No other Go | 6462 | 45.28 | 5 |
| Lack of Employment | 6136 | 43.90 | 6 |

It is observed from the Table 3.34 that ‘Earn Income’ has been ranked as the first factor to start the business of women entrepreneurs, ‘Family Situation’ has been ranked second, ‘Social Status’ is in third

position, followed by ‘Empowerment of Women’ the fourth rank, ‘No other Go’ has been ranked fifth and ‘Lack of Employment’ ranked as the sixth to start the business of women entrepreneurs in the study area. It is inferred that according to garret scores to earn more income and the garret score is awarded to social status.

It is concluded and confirmed that there is a significant relationship between age levels with level of satisfaction of sample worker respondents.

Age and Level of Opinion problem on Women Entrepreneurs

| Age | Level of Opinion | | | Total |
|------------|------------------|----------|----------|------------|
| | Low | Medium | High | |
| < 30 Years | -- | 18 (15%) | 22 (18%) | 40 (33%) |
| > 30 Years | 22 (18%) | 42 (35%) | 16 (13%) | 80 (66%) |
| Total | 22 (18%) | 60 (50%) | 38 (31%) | 120 (100%) |

It is inferred form Table 3.36 that out of 120 sample respondents, 60 respondents are with medium level opinion, 15.00 per cent of the respondents belong to the age group below30 years, and 35.00 per cent of them belong to the age group of above 30 years.

Out of 22 respondents having low level opinion, 18.33 per cent belong to the age group of above 30 years.

Out of 38 respondents having with high level opinion, 18.33 per cent belong to the age group of below 30 years and the rest 13.34 per cent of the women entrepreneurs belong to the age group of above 30 years.

To test the relationship between the Age and the opinion of the respondents towards the level of opinion on investment decision of investors, the following null hypothesis is formulated.

“There is no significant relationship between the age of the respondents and their level of opinion on constrains of Women Entrepreneurs”.

Since the calculated value of (21.61) is greater than the table value both at five per cent of significance, the null hypothesis is rejected. Hence, it is concluded that there is a significant difference between the age of the respondents and their level of opinion on constrains of women entrepreneurs in the study area.

Age and Level of Opinion on prospects of Women Entrepreneurs

| Age | Level of Opinion | | | Total |
|------------|------------------|----------|----------|------------|
| | Low | Medium | High | |
| < 30 Years | 14 (11%) | 16 (13%) | 10 (8%) | 40 (33%) |
| > 30 Years | 22 (18%) | 26 (21%) | 32 (26%) | 80 (66%) |
| Total | 36 (30%) | 42 (35%) | 42 (35%) | 120 (100%) |

It is inferred form Table 3.38 that out of 120 sample women entrepreneurs, 42 respondents with medium level opinion, 13.33 per cent of the women entrepreneurs belong to the age group below30 years, and 21.67 per cent belong to the age group of above 30 years. Out of 36 respondents having low level opinion, 11.67 per cent belong to the age group of below 30 years and the remaining 18.33 per cent belong to the age group of above 30 years. Out of 42 respondents having with high level opinion, 8.33per cent belong to the age group of below 30 years and the rest 26.67 per cent belong to the age group of above 30 years.

To test the relationship between the Age and the opinion of the women entrepreneurs towards the level of opinion on problem and prospects in the study area, the following null hypothesis is formulated. *“There is no significant relationship between the age of the respondents and their level of opinion on problems and prospects of Women Entrepreneurs”.*

Since the calculated value of (2.62) is less than the table value both at five per cent of significance, the null hypothesis is accepted. Hence, it is concluded that there is a significant difference between the age and their level of opinion on problems prospects of women entrepreneurs in the study area.

The chi-square test explains that there is a significant difference between the age and the level of opinion on constrains of the women entrepreneurs and there is no significant difference between the age and the level of opinion on problems and prospects of women entrepreneurs in the study area.

Suggestions

1. The government should take necessary steps to increase the volume of sales by crossing the border of the state.
2. The Government should offer more financial help to improve the SHG

3. The district administration should take necessary steps to acquire more skills to run the business through technical courses
4. The Government should take necessary decision to construct separate building to run the industry.
5. The district administration should take necessary steps to increase the manufacturing units.
6. It is inferred that according to garret scores to earn more income and the garret score is awarded to social status.

Conclusion

Days are gone when women in India were confined, within four walls of their homes and their immense strength and potential remained unrecognized and unaccounted for. Today major changes are occurring in the way of the women entrepreneurs who prepare themselves for starting their own venture more formal training, greater economic opportunities and changing social attitudes are all influencing the entrepreneurial environment. The successful women entrepreneurs became the role models to others.

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