

Available online @ www.iaraindia.com
 SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
 ISSN: 0975-9999 (P) 2349-1655 (O)
 Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)
 Volume. X, Issue 42
 July - September 2019
 Formerly UGC Approved Journal (46622), © Author

ECONOMIC EMPOWERMENT OF WOMEN ENTREPRENEURS IN TIRUPPUR DISTRICT, TAMIL NADU

T. VANJIKKODI

Assistant Professor in Commerce
Saraswathi Thyagaraja College, Pollachi

Dr. R. GAYATHRI

Associate Professor in Commerce
Saraswathi Thyagaraja College, Pollachi

Abstract

Empowerment of women has emerged as an important issue in recent times. The economic empowerment of women is being regarded these days as a Sine-quo-non of progress for a country. This article deals with empowerment of rural women through entrepreneurship and the advantages entrepreneurship among the MSMEs. "Economic empowerment of women led to development of family and Community". This principle purpose of the study is to identify the economic empowerment of women entrepreneurs. The sample size of the study is 100 respondents. The data collected was subjected to structured questionnaire and the tools used for analysis percentage analysis and one way variance analysis. This statement is proved by a collective MSMEs entrepreneurship in Tiruppur District.

Key Words: Women Entrepreneur, Economic Empowerment, Entrepreneurship.

Introduction

"You can tell the condition of a nation by looking at the status of its women"

-Jawaharlal Nehru

All over the world, entrepreneurship is regarded as the key factor in overcoming the barriers that women face and the basic tool for empowering women and bringing them on the main path of the development. In the words of former president A P J Abdul Kalam, "Empowering women is a prerequisite for a creating a good nation, when women are empowered, society with stability is assured". Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and

ultimately a good nation. Women constitute around half of the population. They are regarded as the better half of the society. Empowerment gives power to women in various spheres to have control over the circumstances of their lives. Several policies and programs are being implemented for the development of women entrepreneurship in India.

Women Entrepreneurship in India

Women owned businesses are highly increasing in the economies of almost all countries. The concealed entrepreneurial abilities of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill,

Knowledge and adaptability in business are the main reasons for women to emerge into business ventures. "Women Entrepreneur" is a person who accepts challenging role to meet her personal needs and become economically independent. Government progressively consider entrepreneurship and innovation to be the cornerstones of a competitive national economy, and in most countries entrepreneurship policies are in fact closely connected to innovation policies, with which they share many characteristics and challenges.

Review of Literature

Women in India reveal that empowerment of women and development of women entrepreneurs through the goal of equality. The major problems faced by women entrepreneurs in Thiruvananthapuram and also owned the impact of those problems on the working efficiency of the women entrepreneurs. Finally the researcher conclude that women entrepreneurs in Thiruvananthapuram district generally countenance on three types of problems like business problems, financial problems and social problems too (**Shiny vijayan and Aliber Marshel 2014**). The study is based on secondary source of data which are collected from fourth All India Census on MSME (Micro, Small and Medium enterprises) published by Government of India. The limitations of the study availability of data. They suggested that the latest data available regarding women entrepreneurs are for the year 2006- 2007, published by Government of India through Foruth All India Census on MSME. Government of India in Ministry of MSME has conducted three Census of registered Small Scale Industries (SSI) prior to the enactment of MSME Development Act, 2006 (**Jadhawrao Madhavi Sugaraj and Salve 2014**). The government of South African has been important to solve the socio-economic issues of high unemployment and poverty reduction because of the limitations that hamper entrepreneurship (**Agbenyegah 2013**).

Statement of the Problem

Women's development is an important catalyst for rapid economic growth because they constitute half of the population of the country. And to sustain and maintain expected economic boom, the country needs to fully mobilize and utilize all its resources including human resources. Due to the limitations of governmental policies and with the growth of

entrepreneurial opportunities in the country, many associations of women entrepreneurs have come into existence; to work for and creating a congenial atmosphere for the development of entrepreneurship in Urban and rural areas.

Women Entrepreneurs in Tiruppur District

Tiruppur is a city in the region of the Indian state of Tamil Nadu. Tiruppur District is the fifth largest Urban agglomeration in Tamil Nadu. Tiruppur is administered by Municipal Corporation which was established in 2008. The District is well developed in Textile Industry, dyeing and bleaching of raw cotton materials. Tiruppur is well known for cotton market, kangeyam bull and the famous uthukkuli butter. Tiruppur district is very popular in Import-Export business in textile sector. It has got a high concentration of small-scale, medium and large scale industries. Researchers collect the details from District Industrial Center (DIC). The primary objective of the DIC is to generate employment by way of promoting Micro, Small and Medium Enterprises (MSME)s, Cottage and Handicraft Industries.

Objectives of the Study

1. To study the socio economic conditions of the women entrepreneurs in Tiruppur District.
2. To analyze the factors of economic empowerment of women entrepreneurs in Tiruppur District.

Research Methodology

This study is focus on primary data and secondary data. The primary data were collected from 100 women entrepreneurs in Tiruppur District through structured questionnaire. The data was collected through convenient sampling method. The secondary data were collected from books, journals, newspapers and website to develop theoretical background of problems of rural women entrepreneurs.

Analysis and Interpretation

This study is aims at economic empowerment of Women Entrepreneurs in Tiruppur District. For this purpose the study was conducted for 100 respondents of the women entrepreneurs in Tiruppur District. An attempt has been made in this section to analyze the collected data with reference to activities of the women entrepreneurs a detailed analysis are given below.

Age of the Respondent

Age	No. of Respondents (n = 100)	Percentage %
< 20 years	21	21%
21-30 years	36	36%
31-40 years	19	19%
41-50 years	24	24%

From the above table: 1, reveal that out of 100 women entrepreneurs in Tiruppur District, 36% of the respondents are under the age group of 21-30 years, 24% of the respondents are under the age group of 41-50 years, followed by 21% of the respondents are under the age group of below 20 years, 19% of the respondents are under the age group of 31-40 years. Majority of the respondents are under the age group of 21-30 years.

Marital Status of the Respondent

Marital Status	No. of Respondents (n = 100)	Percentage %
Single	27	27%
Married	47	47%

Widow/ Separated	26	26%
------------------	----	-----

From the above table: 2, shows that 47% of the respondents are married, 27% of the respondents are unmarried, and rests of the 26 respondents are Widow / separated. Majority of the respondents are married.

Educational Qualification of the Respondent

Educational Qualification	No. of Respondents (n = 100)	Percentage %
Upto Higher secondary	36	36%
Diploma/ITI	25	25%
Under Graduate	24	24%
Post Graduate	15	15%

From the above table 3 reveal that 36% of the respondents are completed up to Higher secondary level, followed by 25% of the respondents are completed Diploma/ITI, 24% respondents are completed under graduate, 15% of the respondents are completed post graduate. The researchers conclude that Majority of the respondents are completed up to Higher secondary level.

Educational Qualification of the Respondents and Perception Towards Various Economic Empowerment of Women Entrepreneur

Source	SS	Df	MS	\bar{X}	Statistical Inference
Productivity and Skill				G1= 18.3611	F=2.813 0.039<0.05 Significant
Between Groups	117.793	3	39.264	G2= 16.2000	
Within Groups	1339.997	96	13.958	G3= 17.2083	
				G4= 15.4667	
Business Practice				G1= 16.4444	F=2.738 0.048<0.05 Significant
Between Groups	153.233	3	51.078	G2= 13.8400	
Within Groups	1790.607	96	18.652	G3= 16.8750	
				G4= 16.8667	
Income				G1= 13.8333	F=0.595 0.620>0.05 Not Significant
Between Groups	14.242	3	4.747	G2= 13.2400	
Within Groups	766.518	96	7.985	G3= 14.2917	
				G4= 14.0000	
Consumption Smoothing/Risk				G1= 10.8333	F=0.301 0.825>0.05 Not Significant
Between Groups	6.427	3	2.142	G2= 10.2000	
Within Groups	683.933	96	7.124	G3= 10.5000	
				G4= 10.7333	
Work Environment				G1= 16.9722	

Between Groups	20.989	3	6.996	G2=	16.0800	F=0.602
Within Groups	1115.371	96	11.618	G3=	16.3750	0.615>0.05
				G4=	15.7333	Not Significant
Prosperity				G1=	16.9444	F=2.162
Between Groups	72.929	3	24.310	G2=	14.8000	0.098>0.05
Within Groups	1079.581	96	11.246	G3=	15.7917	Not Significant
				G4=	16.5333	Significant
Overall level of Economic Empowerment				G1=	93.3889	F=2.331
Between Groups	1241.233	3	413.744	G2=	84.3600	0.079>0.05
Within Groups	17040.607	96	177.506	G3=	91.0417	Not Significant
				G4=	89.3333	Significant

The above table highlights the Chi-square analysis reveals that the factors are Productivity and skill and business practice are significant level at 1% level, Income level and others like consumption smoothing, work environment, prosperity and overall economic empowerment of women entrepreneurs is not significant level at 5% level..

Major Findings

- Majority of the respondents are between the age group of 21-30 years.
- Majority of the respondents are married.
- Majority of the respondents are up to Higher secondary level.
- The chi-square analysis reveals that the factors are productivity and skill and business practice significant level at 1% level. Income level, consumption smoothing/risk, work environment, prosperity and overall economic empowerment factors are not significant at 5% level.

Suggestions

1. Most of the women entrepreneurs are says that lack of training is the main problem in their business. Hence, the Government, NGOs and incubation training centre should conduct the frequently training given to the rural women entrepreneurs.
2. Another important major problem is finance. So the government announces the credit facility to the entrepreneurs without large formalities and procedures.
3. Married women are facing enormous problems in family side and as well as society, so women entrepreneurs should be encouraged and motivated to do their own interested business.

4. Women entrepreneurs are half of the nation for growing economic development, create a path to develop overall economic empowerment in the world.

Conclusion

Women's entrepreneurship is both about women's position in society and about the role of entrepreneurship in the same Society. Women entrepreneurs faced many obstacles especially in MSMEs enterprise that have to be overcome in order to give them access to the same opportunities as men. Particularly the entry of rural women into micro enterprises will be encouraged and aggravated. The rural women are having basic indigenous knowledge, Skill, potential and resources to establish and manage enterprise. Women entrepreneur networks are major sources of knowledge about women's entrepreneurship and they are increasingly recognized as a valuable tool for its development and promotion. This will motivate other rural women to engage in micro entrepreneurship with the right assistance and they can strengthen their capacities besides adding to the family income and national productivity.

References

1. Agbenyegah, A.T (2013). Challenges facing rural entrepreneurship in selected areas in South Africa. Ph.D thesis Business Administration. North West University
2. Jadhawrao Madhavi sugaraj (2014) "A Study of Women Entrepreneurship and their Problems in the Development in Western Maharashtra", IOSR Journal of Economics And Finance. Volume 3, Issue 2.Ver.P 79-83

3. Meenu Agrawal, Shobana Nelasco (2009) "Empowerment of Rural Women in India" Kanishka Publishers, New Delhi
4. Sureshkumar (2019) "Problems Faced by Street Vendors with Reference to Coimbatore District" International Journal of Scientific Research and Review Vol. VIII, Issue.1, Pg No: 1031-1036
5. Ram Naresh Thakur (2009). "Rural Woman Empowerment in India" in Empowerment of Rural Woman in India Kanishka Publishers, New Delhi
6. Shobana Nelasco & Junofy Antorozarina (2009) "Rural Woman Empowerment through self Help Group" in Empowerment of Rural Woman in India Kanishka publishers, New Delhi