



## STATUS AND SCOPE OF WOMEN ENTREPRENEURS IN BUSINESS:A CASE OF PUDUKKOTTAI AND SIVAGANGAI DISTRICTS, TAMIL NADU

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### Abstract

This paper brings some status and scope of the women entrepreneurs in their line of business in Pudukkottai and Sivaganagai districts of Tamil Nadu. Socio – economic background of the women is also taken into consideration and it is also linked with their status and scope in their business. As the women entrepreneurs form an integral part of industrial scene, it is necessary to study their position in the industrial development. For this purpose, the paper takes their personal variables as well as research variables i.e., status and scope. In this research it is felt very much that the women entrepreneurs are in a position to seek appropriate training programmes and the bank finance my further be extended. And also, the governmental efforts to purchase their products are also required.

**Key Words:** Women entrepreneur, Motivating factor, family system, Means of transport.

### 1.1 Introduction

Women entrepreneurs take an important role in entrepreneurial development of our country for the last two decades. Their entry is regarded as a sign of development of women sector in society and it is inferred that our Socio-economic goals are going in the right path.

According to V.K.Somasundaram, 'First time in the Indian Planning history, a chapter on women and develop was included in the Sixth Five Year Plan(1980-85) with an idea of developing a multi point programme strategy relating to women employment and entrepreneurship'. Then the women entrepreneurship has been a policy issue to all the State Governments and banking sector started its role for industrial financing to them. Now the number of women entrepreneurs is increased to some extent.

### 1.2 Status of Women Entrepreneurs in India

- A report published by ESCAP in 2005 titled "Developing Women Entrepreneurs in South Asia" pointed out that in India, a majority of women entrepreneurs in SMEs fall within the age group 25-40 years. The states of Gujarat, Maharashtra and Karnataka count a greater proportion of entrepreneurs, mostly women from families which are already in business or have service-related backgrounds.
- The Indian society has evolved as a traditionally male-dominated one. Women tend to be considered as the weaker sex and socio-economically depended on men throughout their life. Women mostly occupy subordinate positions and execute decisions generally made by other male members of the family.
- Despite an equal population, very few women were self-employed and the majority of them were engaged in the informal sector like agriculture, agro-based industries, handicrafts, handloom and cottage-based industries.
- Sixty-five per cent of the population in India live in villages; Self Help Groups (SHGs) have paved the way for economic independence of rural women involved in micro-entrepreneurship.

### 1.3 Socio- Cultural Context of Women Entrepreneurs

- Each and every state in India has a culture of its own. There are institutions, traditions and rituals which foster values, modes of making choices and define relationships between men and women and their roles in both home and work settings.
- Women have to play multiple roles; as a wife, mother, parent or daughter and tend to suppress their real aspirations and identities as they play different roles simultaneously in the community. Women in rural areas, with low literacy rates often take up self employment to meet the pressing economic needs of their family.
- In the urban context, educated women do not want to be confined to their houses and want equal treatment and respect from their partner. Women entrepreneurs enjoy better status within their family and manage multiple responsibilities provided they receive the crucial family support to do so.
- The last two decades have witnessed phenomenal changes with regards the status and work place participation of women in India. Women's entrepreneurship development has emerged particularly in the wake of increasing globalization, with the support of progressive social, economic and political cross currents, technological advancement, and the media. (Hina Shah. 2013)



#### 1.4 Statement of the Problem

Status of women is still in developing stage in our country. And many of women are eager to work as employees in any organisation. Only a small percent of women have undertaken own business. This phenomenon is also due to some peculiar characteristics such as business family, need for economic independence, absence of support from male members of the family, unemployment etc. However, this situation changes slowly and women entrepreneurs are emerging. But, their survival and success are not easy and they have to struggle a lot than the men entrepreneurs. As they are females, they have to meet some problems from their family and society. So, the present study takes these issues in Pudukkattia and Sivaganagai districts.

#### 1.5 Objectives of the Paper

1. To ascertain the socio economic status of the women entrepreneurs.
2. To study the motivating factors of the women entrepreneurs and
3. To give suitable suggestions for their development.

#### 1.6 Hypothesis of the Study

**Hull Hypothesis (H<sub>0</sub>):** There is no significant relationship between the family system of women entrepreneurs and the motivating factors.

#### 1.7 Methodology

This is an empirical survey, based on primary and secondary data. For this study, two neighbouring districts of Tamil Nadu, viz., Pudukkottai and Sivaganagai districts were selected as the geographical area. As these districts are industrially backward areas, it is necessary to provide all supports to the industrial by the government. From the lists of entrepreneurs obtained from the District Industrial Centers, it was found out that there are 184 women entrepreneurs in the two districts. Among them, it was possible to contact 120 women entrepreneurs easily and they were willing to open their minds towards their business. So, 65% samples (120 out of 184) constitute the size of sample for this study. A well defied questionnaire was used to collect their opinions of those women. The data, so collected were analysed and appropriate inferences were made. Chi- square test has been applied to test the hypothesis.

#### 1.8 Analysis of Data

**Table – 1, Nativity of women entrepreneurs**

Sl.No.	Nativity	No. of Respondents	Per cent
1.	Rural area	76	63
2.	Semi Urban area	26	22
3.	Urban area	18	15
	Total	120	100

Source : Primary data

Among the 120 women entrepreneurs, 63% have come from rural areas. 22.5% come from semi-urban areas. Only 17% belong to urban areas.

**Table – 2, Marital Status**

Sl.No.	Marital Status	No. of Respondents	Per cent
1.	Married	78	65
2.	Unmarried	22	35
	Total	120	100

Source : Primary data

Majority respondents (65%) are the married women. Only 35% are not married.

**Table – 3, Religious status**

Sl.No.	Community Status	No. of Respondents	Per cent
1.	Hindu	67	56
2.	Muslim	19	16
3.	Christian	24	20
4.	Others	10	8
	Total	120	100

Source : Primary data

56% of women entrepreneurs belong to Hindu; 20% belong to Christian. Muslims are of 16%. Others are in 9%.

**Table – 4, Community Status**

Sl.No.	Community Status	No. of Respondents	Per cent
1.	B.C	36	30
2.	M.B.C	44	37
3.	S.C	16	13



4.	S.T	12	10
5.	Forward Community	12	10
	Total	120	100

Source : Primary data

M.B.C category women entrepreneurs are of majority group(37%); B.C category has 30% women entrepreneurs. S.C has 13%. S.T and Forward community have equal per cent (10% respectively).

**Table – 5,Family system**

Sl.No.	Family system	No. of Respondents	Per cent
1.	Independent Family	82	68
2.	Joint Family	18	32
	Total	120	100

Source : Primary data

Majority women entrepreneurs (68%) live in independent family; remaining 32% women are in joint family.

**Table – 6,Motivating Factor**

Sl.No.	Motivating Factor	No. of Respondents	Per cent
1.	financial necessity	43	36
2.	unemployment problem	37	31
3.	business family	24	20
4.	Encouragement of family	16	13
	Total	120	100

Source : Primary data

Financial necessity is the major factor to motivate the 365 respondents and they constitute majority. Next, unemployment problem is the factor to 31% women. As their business family is the factor to 20% women, encouragement of family is the factor to 13% women.

**Table – 7,Major Source of Income**

Sl.No.	Major Source of Income	No. of Respondents	Per cent
1.	income from husband / father	67	56
2.	business income only	53	44
	Total	120	100

Source: Primary data

In respect of source income, income from husband / father is the major source of income to 56%. 44% depend business income only.

**Table – 8,Nature of business**

Sl.No.	Nature of business	No. of Respondents	Per cent
1.	service industry	43	36
2.	trading business	52	43
3.	manufacturing activities	25	21
	Total	120	100

Source: Primary data

As far as the nature of business is concerned, 43% women undertake service industry. 36% of the women engage trading business. Only 21% resorts manufacturing activities

**Table – 9,Place of Business unit**

Sl.No.	Place of Business unit	No. of Respondents	Per cent
1.	Rural areas	62	52
2.	Semi-urban areas	46	38
3.	Urban areas	12	10
	Total	120	100

Source: Primary data

52% women entrepreneurs have set up their business in rural areas. 38% women established it in semi-urban areas. Only 10% have set up their business unit in urban areas.

**Table – 10,Perception towards their feminine status**

Sl.No.	Perception towards status	No. of Respondents	Per cent
1.	feel difficulty	77	64
2.	do not have such feeling	43	36
	Total	120	100

Source: Primary data



Finally, 64% women entrepreneurs feel difficulty in managing their business, as they are women. 36% do not have such feeling.

### Testing of hypothesis

Hull Hypothesis: There is no significant relationship between the family system of women entrepreneurs and the motivating factors.

**Table – 11, Cross table for family system of women entrepreneurs and the motivating factors**

Motivating Factors Family system	Motivating Factors				Total
	Financial Need	Unemployment Problem	Business Family	Encouragement of family	
Independent Family	13	20	10	8	82
Joint Family	30	17	14	8	18
	43	37	24	16	120

Circulated value	Degrees of freedom	Table value at 1%	Table value at 5%
169.09	3	6.25	7.81

As the calculated value is greater than the table value , the null hypothesis is rejected. So, it concluded that there is a significant relationship between the family system of women entrepreneurs and the motivating factors.

### 1.9 Findings of the Study

1. Among the 120 women entrepreneurs, 63% have come from rural areas. 22.5% come from semi-urban areas. Only 17% belong to urban areas.
2. Majority respondents (65%) are the married women. Only 35% are not married.
3. 56% of women entrepreneurs belong to Hindu; 20% belong to Christian. Muslims are of 16%. Others are in 9%.
4. M.B.C category women entrepreneurs are of majority group(37%);
5. Majority women entrepreneurs (68%) live in independent family; remaining 32% women are in joint family.
6. Financial necessity is the major factor to motivate the 365 respondents and they constitute majority. Next, unemployment problem is the factor to 31% women. As their business family is the factor to 20% women, encouragement of family is the factor to 13% women.
7. In respect of source income, income from husband / father is the major source of income to 56%. 44% depend business income only.
8. As far as the nature of business is concerned, 43% women undertake service industry. 36% of the women engage trading business. Only 21% resorts manufacturing activities
9. 52% women entrepreneurs have set up their business in rural areas. 38% women established it in semi-urban areas. Only 10% have set up their business unit in urban areas.
10. Finally, 64% women entrepreneurs feel difficulty in managing their business, as they are women. 36% do not have such feeling.
11. As the calculated value is greater than the table value, the null hypothesis is rejected. So, it concluded that there is a significant relationship between the family system of women entrepreneurs and the motivating factors.

### 1.10 Recommendations and Conclusion

The survey has disclosed that the women entrepreneurs are undertaking their business with courage and positive attitude. Majority of them are first generation entrepreneurs so that they need proper entrepreneurial training in their lines of business. And, free subsidies may further be granted to them. These are the immediate requirements to them for their success and survival.

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