

A STUDY ON THE WOMEN ENTREPRENEURS IN TRICHY DISTRICT

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Abstract

The Industrial revolution in the Western world took place more than two centuries ago and provided greater impetus and prospectus to women entrepreneurs. But in India, the extension of facilities for development of women entrepreneurs is mostly a post-independent phenomenon and that too, only from the 1970s onwards. Economic compulsions have let more and more women to take up employment. It is out of work experience, exposure to education and urbanisation that the potential source of women entrepreneurs has emerged. These women have to cope with various socio-economic problems. Society's attitude and support from family are very important for their survival. This study therefore aims to provide a holistic view of the factors influencing the performance of women entrepreneurs

Keywords: *Women Entrepreneurs, Performance, Employment, Survival.*

I. INTRODUCTION

The term entrepreneur was originated in French Economics as early as 17th and 18th centuries. The concept of entrepreneur has shown its close association with the general understanding of starting a business has much relevant meaning in the past. But its general meaning has shifted to wider application into an area of providing high yield

through better productivity for economic development. Entrepreneurship has been obtained a great deal of focus over the past years considering the significant benefit realized by small and medium firms in overall development of national economy.

A country may be rich in material resources and capital. But if entrepreneurship is lacking, the utilization of resources would not be as expected. The entrepreneurs are a part of industrial society and as such, he/she should be considered as an asset. The entrepreneur is responsible for not only earning his/her own livelihood but also for creating avenues of employment for others and contributing to the gross national product. The Industrial Revolution in the western world took place more than two centuries ago and provided greater impetus and prospects to women entrepreneurs. Whereas in India, the development of industries at a rapid pace and extension of facilities for development of women entrepreneurs are mostly a post independence phenomenon and, that too, only from the 1970's onwards

Statement of the Problem

Women were the first humans to taste bondage. She was a slave before slavery existed. Inferiority can largely be attributed to her sexual peculiarities. "Man has always played the role of a lord; as a result, his

physical and mental development took place at a good pace befitting his occupation and field of interest. On the contrary, the overall growth of women remained stunted". By sheer custom, even the most ignorant and worthless man has been enjoying superiority over women, which he does not deserve. Women were denied the benefit of education. They had no opportunities to develop their natural capacities and became helpless, illiterate, narrow-minded and peevish. Of the world's one billion illiterate adults, two-third is women. Economically women became completely dependent upon men.

Women entrepreneurs in India have to cope with various socio economic problems. Society's attitude and support are the major determinants of women's entrepreneurial success. The social and cultural roles played by women may place an additional burden on them. As a part of their social binding, women have to perform household duties with simultaneously operating as business owners

Changing Focus of Entrepreneurship

The history of entrepreneurship can be traced as far back as 800 years, to the French word "entreprendre" meaning 'to do something' or 'to go between' in a military expedition. It took over three hundred years for the word to be used as an English word. The early history of entrepreneurship in India reflects from the culture, customs and tradition of the Indian people. The Baliyatra Festival of Cuttack, Orissa, reminds of the past glory of International trade. The process of entrepreneurship therefore passed through the potential roots of the society and all those who accepted entrepreneurial role had the cultural heritage of trade and business. Occupational pursuits opted by the individual under the caste system received a different meaning of value attached

to entrepreneurship, which is based on social sanctions. Vaishyas were considered to venture in to business pursuits. As society grew and the process of business occupation depended and the value work tended towards change and the various occupational roles interchanged with non-role group and sub-groups. People from different castes and status also entered into the entrepreneurial role.

Types of Entrepreneurs

- Entrepreneurs by inheritance
- Technologist entrepreneurs
- Forced entrepreneurs
- Trading Entrepreneurs
- Social Entrepreneurs
- Spontaneous Entrepreneurs
- Fabian Entrepreneurs
- Network Entrepreneurs
- Women entrepreneurs

Status of Women Entrepreneurship

According to the Global Entrepreneurship Monitor (GEM) report, 2005 one in every eleven women is an entrepreneur and that the average rate of entrepreneurship among women across 37 GEM countries was 8.9%. For instance, in India, 14.1% of women are entrepreneurs. The report of the National Women's Business Council (NWBC, 2003 shows a good increase in the number of women entrepreneurs in about 20 countries as.

Country	Percentage (%)
India	14.1
sArgentina	11.5
Nigeria	11.1
Brazil	11.1
China	11.1
New Zealand	11.0
USA	8.1

Source: National Women's Business Council NWBC (2003)

NWBC (2003) found certain factors that are responsible for the motivation of women to involve in entrepreneurship such as the level of education given to women in a country, the level of economic development, the number of men involved in entrepreneurship and glass ceiling. In many developing countries, still women hesitate more to enter in to entrepreneurship than men. In such countries the culture plays a vital role in affecting women's entry in to entrepreneurship. Adding to this, the GEM report 2005 also showed that men found to be more than 50 percent above women to engage in entrepreneurial ventures.

Women Work Participation of select leading countries vis-à-vis India 2010-11

Country	Percentage
India (1970-1971)	14.2
India (1980-1981)	19.7
India (1990-1991)	22.3
India (2000-2001)	31.6
USA	45
UK	43
Indonesia	40

Source: World Bank Report 2010-11

Calculation part:

The study of the entrepreneurs are selected based on the Age of the respondents, the total number of dependents in the family, Basic Educational Qualification and Technical Education.

Age of the respondents

Sl.No.	Age (in years)	Number of respondents		
		High performers(HP)	Poor performers (PP)	Poor performers (PP)
1	Less than 25	48	28	76
2	25 – 35	112	121	233
3	36 – 45	97	83	180
4	Above 45	7	10	17
	Total	264	242	506

Inference

Among the respondents in higher performers (HP), the first two age groups are 25 to 35 and 36 to 45 years which constituted 42.42 and 36.74 percent to its total respectively. Among the respondents in poor performers (PP), these two categories of the respondents constituted 50.00 and 34.29 percent to its total respectively. Therefore, it is evident that the important age group among the respondents is 25 to 35 years in both HP and PP.

Number of dependents in the Family

Sl.No.	Age (in years)	Number of respondents		
		High performers(HP)	Poor performers (PP)	Poor performers (PP)
1	Less than 2	157	27	184
2	2-5	86	163	249
3	Above 5	21	52	73
	Total	264	242	506

Inference

The most important dependent population per family among the HP and PP are less than 2 and 2 to 5 which constitute 59.47 and 67.36 per cent to its total of 264 and 242 respectively. The analysis reveals that the dependent population per family is noticed as higher among the respondents in PP than that among the respondents in HP.

Basic Education among the respondents

Sl.No.	Basic Education	Number of respondents		Total
		HP	PP	
1	Less the 10th standard	23	41	64
2	10th standard	36	59	95
3	Higher secondary	84	58	142
4	Under graduation	92	65	157
5	Post graduation	12	8	20
6	Others	17	11	28
	Total	264	242	506

Inference

The basic educational qualifications among the respondents in HP are under graduation and higher secondary which constituted 34.85 and 31.82 per cent to its total respectively. While the respondents in PP possess under graduation degree followed by 10th standard which constituted 26.86 and 24.38 per cent to its total respectively. The analysis reveals that the basic educational qualifications among the respondents in HP are higher than that of the respondents in PP.

Technical education among the respondents

Sl.No.	Technical Education	Number of respondents		Total
		HP	PP	
1	Certificate Course	85	204	105
2	Diploma Course	83	29	105
3	Under graduation degree	96	9	
	Total	264	242	506

Inference

The level of technical education among the respondents in HP and PP are under-graduation and certificate course which constitute 36.36 and 84.30 per cent to its total respectively. The analysis reveals that the level of technical

education in beautician field among the respondents in HP category is higher than that of the respondents in PP category.

II. CONCLUSION

The study has drawn certain differences between the high performing entrepreneurs and the low performing entrepreneurs. Though age of women entrepreneurs under study fall under the same category, other background factors differ. The high performers were highly educated and experienced than the low performers. The push factors have found to be the major reason for women to choose entrepreneurship.

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