



International Journal of Economic Research

ISSN : 0972-9380

available at <http://www.serialsjournals.com>

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Volume 14 • Number 1 • 2017

The Living Standard of the Rural Women Entrepreneurs in the Indian Society.

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ABSTRACT

Tirunelveli women entrepreneurs were the focus of the study. Although women constitute half of the total population, they are in fewer numbers in the business world. This study empowers the women entrepreneurs in Tirunelveli district. We have to use the questionnaire method in this survey. The current research is focused on two dimensions: economic empowerment and personal empowerment. Fifty women from a rural area near Tirunelveli in South India participated in the study. Both questionnaire-based data collection techniques were employed. They were statistically analysed. Self-employment allows the respondents to generate additional income, helping them to be more economically independent and self-sufficient. The Chi-square test revealed that income, expenditure, and savings before and after self-employment differed significantly. Independence and a sense of determination help women who are self-employed to achieve success. The study's findings suggest that not only women's status but also the overall attitude of the society must be altered. Women must, for practical purposes, be made to see themselves as independent, rather than passive onlookers and recipients. These findings and the criticality of this study are examined.

Keywords: Entrepreneur, self-employment, living-standards, rural and women entrepreneurs.

1. PRIMARY OBJECTIVE:

- To investigate the role of microfinance on strengthening women's social economic status and the growth of social entrepreneurship.
- To investigate potential roadblocks to women's business development..

2. SECONDARY OBJECTIVE

- Learn more about the links between Self-Help Groups (SHGs), microfinance institutions and

female entrepreneurs.

- Defining the limitations of microfinance programmes as a tool for empowering women and the types of support services needed to maximise microfinance contributions.

3. INTRODUCTION

Microfinance is any activity involving providing financial services to low-income individuals who are just above or below with the goal of providing social value, below the poverty line Poverty alleviation and the broader impact of improving livelihood possibilities, such as risk mitigation and consumption smoothing, are all included in the creation of social value.. India is home to several sectors of microfinance which use numerous distribution techniques for microfinance. Many actors, coming from India, have worked by trying diverse techniques to give financial services to the underprivileged. Additionally, national programmes, NGOs, and some banks have been engaged in the activity of raising on-lending donor funds. As a result, microfinance is defined quite broadly, irrespective of the wealth or income of the clients supported. The numerous microfinance activities include group loans, individual loans, financial services providing, capacity building and the development of agricultural businesses. Regardless of the activity form, the overriding objective of all actors in microfinance is to create social value.

4. MICROFINANCE DEFINITION

Microfinance is defined by the International Labour Organization (ILO) as a method of delivering financial services to persons with low incomes.

The National Microfinance Taskforce described microfinance in 1999 as “providing thrift,” credit, and other financial services and products to the poor in rural, semi-urban, and metropolitan regions for growing their income and improving their standard of living.”

The poor remain poor because they do not have access to capital.

Money management is the definition of ‘finance.’ Obtaining and using money is the definition of ‘finance.’ “Micro financing” is the buzzword among microbusiness owners. The demand for special financial services to empower disadvantaged populations, particularly women and the poor, spawned the notion of microfinance. Microfinance is founded on collaboration and the mutually beneficial concepts of equality, equity, and mutual aid. The concept of human progress and human brotherhood lies at the heart of these beliefs.

Microfinance has previously concentrated on standardising loan packages. The poor, like everyone else, require a variety of financial tools to build wealth, manage spending, and limit risks. To put it another way, our present task is to come up with new and dependable ways to offer a broader selection of microfinance programmes.

Mohammed Anisur Rahaman (2007)

This question has examined the effect of microfinance on Bangladesh’s poor population, with the main focus on that country Our thesis is mainly built on our customers’ perspective, and we use this research as support. The main purpose of this study is to illustrate how microfinance works, and to see how it affects

impoverished people's living standards (income, savings, etc.) in Bangladesh Microfinance enables the impoverished to improve their level of living and way of life. It has had a significant impact on uplifting and empowering the underprivileged.

SusyCheston (2002)

Microfinance, according to study, has the potential to have a significant impact on women's empowerment. Microfinance does not necessarily empower all women, but it does for the vast majority of them to some level. Empowerment is a difficult transition process that everyone goes through in their own unique way. Women require, demand, and profit from credit and other financial services. Empowering women begins with strengthening their financial foundation and economic commitment to their families and communities. Women's needs and assets should be considered in product design and programme planning. MFIs can develop goods, services, and service delivery methods that limit negative consequences while enhancing favourable ones by raising knowledge of the possible impacts of their programmes.

Linda Mayoux (Feb 2006)

She determined after more research that micro-financing programmes reach both genders and a large number of people. The ability of a woman to earn a living can set off a series of "virtuous spirals" of economic empowerment, greater well-being for women and their families, and broader social and political empowerment. Individuals are virtually always lent to by banks, who have limited space to perform financial services. People cannot be expected to have the kind of empowerment that non-governmental organisations provide.

EoinWrenn (2005)

To determine that microfinance programmes not only provide savings and credit to women and men, but also reach millions of people around the world. The ability of a woman to earn a living can set off a series of "virtuous spirals" of economic empowerment, greater well-being for women and their families, and broader social and political empowerment. Banks typically lend to individuals and may not have the resources to offer non-financial services. People cannot be expected to have the kind of empowerment that non-governmental organisations provide.

Cheston& Kuhn (2004)

Microfinance programmes were shown to be quite effective in reaching women in their study. This gives microfinance institutions a unique opportunity to empower women while also reducing the negative effects on some women. In addition, our ties with extended family and in-laws had improved. Domestic abuse is not more common among female members of credit organisations than in the general community, according to Hashemi and Schuler.

Dr.JyotishPrakashBasu (2006)

Has looked into the two most important questions. The paper's initial goal is to investigate how a woman's desire to strengthen her bargaining power in the home is linked to her investment in safer investment

initiatives. In addition to project selection, women's empowerment is assessed in terms of financial management, income management, loan management, purchasing capacity management, and family planning. The choice of project investment determines empowerment. Choosing a safe project gives women a lot more power than choosing an uncertain project. Commercial banks and rural/regional rural banks played a key part in the development of SHGs in Andhra Pradesh, while cooperative banks played a key role in West Bengal.

Chintamani Prasad Patnaik (March 2012)

Microfinance development, according to a study, could be a solution to the issues of rural financial market development. Microfinance development is an obvious requirement in giving financial access to the underserved and unserved poor, yet it is only a minor component of the growth of rural financial markets. Self-help groups are likely to play a significant role in this strategy. However, in order to fulfil the demands of new business, a reorganisation is required. The microcredit movement must be viewed as part of a longer-term trend that emphasises the need for a strategic commitment to backup technology, market expansion, and people training.

Hunt, J & Kasynathan (2002)

(has) determined that the impoverished in developing countries require access to microfinance, and that donors should make this possible. According to studies, the fairness and efficiency justifications for allocating lending to women are still compelling: When women are targeted, the entire family benefits. Despite the fact that the poorest individuals and women are unable to obtain credit, further research into microfinance is required. A range of microfinance strategies are required to provide financial services to both genders. Donors should reconsider their positions on microfinance. Financial sustainability must be balanced with poor people's access to credit.

R. Prabhavathy (2012)

In order to assist both the poor and women, he has reviewed that strategic alternatives to microcredit for poverty reduction must incorporate family, markets, state and community, as well as socio-cultural and political areas. There are still some advantages, but there are also some drawbacks. First, the intermediaries' programmes and institutions have an impact on programmatic and institutional methods, and micro-credit interventions are constrained in their ability to reach the ultra-poor. Second, it differs by household headship, caste, and religion, and laws for both public and private infrastructure impact the social service providers' ability to give long-term benefits.

Reginald Indon (2007)

Informal companies make up a significant portion of the country's economic activity. Entrepreneurial firms can be divided into two types: livelihood/survival and growth-oriented. Workforce firms have relatively limited income and employment growth potential. Existing policies, programmes, and services address it. Various institutions provide a variety of programmes, services, and information. These programmes and support services are not available to informal business owners and operators. Inadvertently, economic policies and governance limit informal companies' access to mainstream resources and services.

Mallory A. Owen (2006)

Microfinance has ushered in a paradigm change in development thinking. This research will look into the promises that have fueled the microfinance movement, discuss its benefits and drawbacks, and raise new issues regarding the authenticity and broad adoption of microfinance. Microfinance may have a long-term regressive effect on borrowers. This essay discusses how loans are used. Microfinance and the “entrepreneur” are also explored in relation to rural Senegal. To combat the systemic causes of inequality explored in this article, more actions need be implemented. Group lending is based on joint obligation, and membership in the group promotes quick loan re-financing. If one loan in the group defaults, the entire group is in peril. As a result, “women’s empowerment and microenterprise do not appear to go hand in hand, as proponents of empowerment had hoped.” Instead, women face enormous pressure to maintain their current social contacts, which, together with their hefty loan repayments, ensures the survival of their families.”

Jennifer Meehan (2004)

Three different jobs have been identified as being required. There must be a considerable increase in the number of organisations supporting the world’s poor. Philanthropic, quasi-commercial, and commercial financing for business activities focused at the poorest segments of society, particularly women, must be prioritised. Finally, microfinance must recognise that it has the potential to be both a movement and an intervention. The industry now understands what is feasible, thanks to the pioneering financings of the industry’s leading, poverty-focused MFIs: rapid growth of financial services to new impoverished consumers. Others may be able to leverage the MFI model to develop new approaches to open financial markets. Interest in leading, poverty-focused MFIs is expected to grow if MFIs like LeadFint continue on their current route and implement some or all of the recommendations made.

5. SCOPE OF THE STUDY

The research was carried out in the Tamil Nadu district of Tirunelveli. There are 3,041,038 people in Tirunelveli, with 1,528,308 men and 1,512,730 females. These two Federations, which are both in the Tirunelveli district’s southern reaches, cover 2641 and 3528 families, respectively. It is only available in women’s self-help groups. The Tirunelveli district has federated 300 self-help groups. a random sample of 100 self-help groups, 50 in rural areas and 50 in cities

6. RESEARCH METHODOLOGY RESEARCH DESIGN:-

Research that is descriptive

The study employed a descriptive research design..

7. METHOD OF DATA COLLECTION

Primary Data

Primary data are those that are collected from the ground up and for the first time, and hence have a unique character. Primary data can be gathered by observation, one-on-one interaction with respondents,

or a personal interview..

Secondary Information

Secondary data, on the other hand, was gathered from a variety of secondary sources in this study, including:

- Internet
- Books
- Magazines
- Newspapers
- Journals

8. QUESTIONNAIRE

This Questionnaire is purely intended for the above research project and the data collected will be kept strictly confidential and shall not be disclosed to anyone else. Please give fair answers/comments

- 1) Name : Mobile:
- 2) Age : i) <20 ii) 20-35 iii) 35-50 iv) 50<
- 3) Marital Status :i) Single ii) Married iii) Widow
- 4) Education : i) Illiterate ii) Up to 5th iii) 5th to 12th iv) Graduate v) Others
- 5) Family Type :
 - i) Nuclear Family
 - ii) Joint family
 - iii) Widow/Separated
- 6) Nature of the employment:
 - i) Vegetable Vendor
 - ii) Petty Shop
 - iii) Tailoring
 - iv) Beauty Parlour
 - v) Pickle and Masala Products
 - vi) Beedi Workers
 - vii) Agriculture
 - viii) Others
- 7) Reason to start business:
 - i) Government scheme
 - ii) Hobby
 - iii) Women Empowerment
 - iv) Tradition
 - v) Others
- 8) Have you attended any Madura Micro Education Program (Skills Oriented Training)?
 - i) Yes
 - ii) No
- 9) Sources for Running the Business:
 - i) Spouse income
 - ii) Personal saving
 - iii) Loan from bank
 - iv) Others
- 10) What is your monthly income?
 - i) Less than 2500
 - ii) 2500-5000
 - iii) 5000-7500
 - iv) 7500-10000
 - v) 10000 and above
- 11) What is your Monthly Expenditure?
 - i) Less than 1500
 - ii) 1500-2000
 - iii) 2000-2500
 - iv) 2500-3000
 - v) 3000 and above

12) What is your savings from this Business?

- i) Less than 500 ii) 500-1000 iii) 1000-1500 iv) 1500-2000 v) 2000 and above

13) How would you describe the Rural women Entrepreneurship Training of Madura Micro Finance?

- Effective Not Effective
 Easy Tough
 Useful Not Useful
 Satisfied Not satisfied

14) Whether your family members support you in your entrepreneurial activities/daily chores at home?

- i) Yes ii) No

15) What is your experience related to Madura Micro education Videos (SakthiPirakuthu) :

- 1) Excellent 2) Satisfied 3) Average 4) Not Satisfied

16) Social empowerment of the Business (Please Tick)

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
Image of prestige and status					
Self confidence and self control.					
Independent work					
Power of decision making					
Sense of determination					

17) Being a female, do you feel any difficulty or advantage in assuming an entrepreneurial role?

- 1) Difficult 2) Advantage 3) Both 4) Nothing above

18) Social challenges faced by rural women entrepreneur

Traditional role prescription	Yes	No
Social behavioural constraints	Yes	No
Gender role ideology	Yes	No
Psychological constraints	Yes	No
De-limiting the outside movement	Yes	No
Old social attitude of rural society	Yes	No
Caste consciousness	Yes	No

19) Would you need training to promote your business activities?

- 1) Yes (Option) 2) No

- 1- Savings and credit management
 2- Marketing skills
 3- Costing and pricing

Mrs. Anita

- 4- Using computers to process information
- 5- Using computers to receive/send information (e-mail/Internet)
- 6- Training in numeracy and writing skills.

Any

suggestions