



International Journal of Economic Research

ISSN : 0972-9380

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

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Volume 14 • Number 10 • 2017

A Study on Women Entrepreneurship of Middle Class People in Urban and Rural Areas of Kancheepuram

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Abstract: Social and economic development of women is necessary for overall economic development of any society or a country. The term “Women Entrepreneurship” refers to an act of business ownership and business creation that empowers women economically increases their economic strength & position in society. However, New Industrial policy of 2009-14 and other schemes are helping the women entrepreneurs in the form of generation of employment, income and to improve their social status. Women leaders are Risk takers, opportunist, innovator, flexible, ambitious, enthusiastic, and hard-working. They need to be lauded for their increased utilization of modern technology, increased investment, finding a niche in the expect market, creating a sizable employment for others and setting the trend for other woman entrepreneurs in the organized sector. This paper focuses on women entrepreneur. Any understanding of Indian women, of their identity, and especially of their role taking and breaking new paths, will be incomplete without a walk down the corridors of Indian history where women have lived and internalized various role models.

Keywords: Social and economic development, Women Entrepreneurship, social status, Risk takers, Opportunist, Innovator.

INTRODUCTION

Social and economic development of women is necessary for overall economic development of any society or a country. The term “Women Entrepreneurship” refers to an act of business ownership and business creation that empowers women economically increases their economic strength & position in society. However, New Industrial policy of 2009-14 and other schemes are helping the women entrepreneurs in the form of generation of employment, income and to improve their social status. Women leaders are Risk takers, opportunist, innovator, flexible, ambitious, enthusiastic, and hard-working. They need to be lauded for their increased utilization of modern technology, increased investment, finding a niche in the expect market, creating a sizable employment for others and setting the trend for other woman entrepreneurs in the organized sector.

STATEMENT OF THE PROBLEM

- To create an association of women employed in the unorganized or informal sector
- To improve the entrepreneurial skills of working women through training, material inputs, credit and extension services
- To organize support for social services necessary for working women and their families (e.g. child care, education, health, family planning) etc.

OVERVIEW OF LITERATURE

In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress. In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. It is only from the Fifth Five Year Plan (1974-78) onwards that their role has been explicitly recognized with a marked shift in the approach from women welfare to women development and empowerment. The development of women entrepreneurship has become an important aspect of our plan priorities. Several policies and programmes are being implemented for the development of women entrepreneurship in India. There is a need for changing the mindset towards women so as to give equal rights as enshrined in the constitution. The progress towards gender equality is slow and is partly due to the failure to attach money to policy commitments. In the words of president APJ Abdul Kalam “empowering women is a prerequisite for 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.” When a woman is empowered it does not mean that another individual becomes powerless or is having less power. On the contrary, if a woman is empowered her competencies towards decision-making will surely influence her family’s behavior. In advanced countries, there is a phenomenon of increase in the number of selfemployed women after the world war 11. In USA, women own 25% of all business, even though their sales on an average are less than two-fifths of those of other small business. In Canada, women own one-third of small business and in France it is one-fifth.

Concept of Entrepreneur - An entrepreneur is a person who combines capital and labor for production. According to Cantillion “entrepreneur is the agent who buys means of production at certain prices, in order to sell at prices that are certain at the moment at which he commits himself to his cost”. According to P.F Drucker “ he is one who always (1) searches for change (2) responds to it (3) exploits it as an opportunity.”

Concept of Women Entrepreneur - A woman entrepreneur is a woman who starts and owns and enterprise by investing at least 51% in an enterprise.

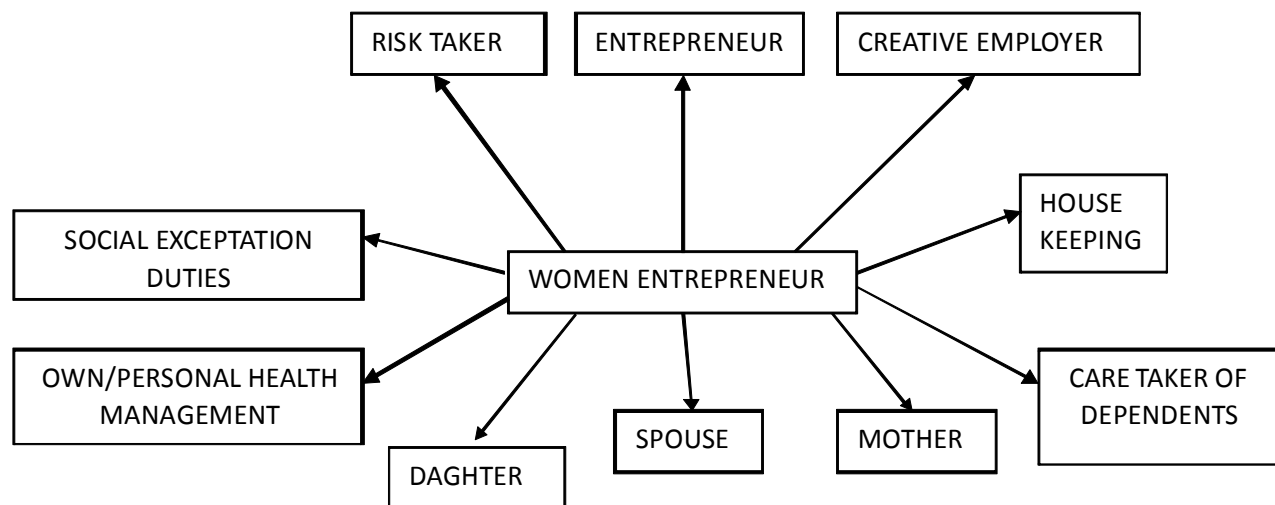
Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. Thus, entrepreneurs shape the economy by creating new wealth and new jobs, invent new products and services. Social and economic development of women is necessary for overall economic development of any society or a country.

The term “Women Entrepreneurship” refers to an act of business ownership and business creation that empowers women economically increases their economic strength & position in society. The Government of India has defined women entrepreneurs as “an enterprise owned and controlled by women

having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent.” Indian traditions are deep rooted & it is a male dominated one where women are supposed to and often compelled to depend on the male members in their family, society or work place. Indian women possess tremendous will power & unlimited energy. But perhaps this is the world’s most unutilized resources. Fortunately, the time has come and women are becoming more conscious about their rights, social position, work, career etc.

The social transformation in terms of increased educational status of women, their struggle to achieve a better position in the life and society has introduced a drastic change in the life style of Indian women. Their struggle for existence enables them to be recognized for the achievements they have got in their respective field. They have problem solving and motivational ability, persuasiveness. They know how to win and lose gracefully. These are some of the qualities which helped them to survive and succeed in the cut throat competition. So, it is the right time to analyze the present status & challenges faced by them which are responsible for their slow progress

CONCEPTUAL FRAMEWORK FOR THE STUDY



RESEARCH METHODOLOGY

Objectives and Research Methodology of the Study

The study is based on secondary data collected from the published reports of RBI, Census Surveys, SSI Reports, newspapers, journals, websites, Report of MSME etc.

The study intended to throw light on the following issues:

1. To analyze present status of Indian Women Entrepreneurs.
2. To evaluate the factors responsible for encouraging women to become entrepreneurs.
3. To critically examine the challenges faced by women entrepreneurs.

4. To study the impact of the government policies
5. Programmes to encourage women entrepreneurs.
6. To assess the role of institutional networks and the involvement of support agencies in
7. Promoting women entrepreneurship.

Coverage

Categories of Women Entrepreneurs

- Women in organized & unorganized sector
- Women in traditional & modern industries
- Women in urban & rural areas
- Women in large scale and small scale industries.
- Single women and joint venture.

Categories of Women Entrepreneurs in Practice in India

First Category

- Established in big cities
- Having higher level technical & professional qualifications
- Nontraditional Items
- Sound financial positions

Second Category

- Established in cities and towns
- Having sufficient education
- Both traditional and nontraditional items
- Undertaking women services-kindergarten, crèches, beauty parlors, health clinic etc

Third Category

- Illiterate women
- Financially weak
- Involved in family business such as Agriculture, Horticulture, Animal Husbandry, Dairy, Fisheries, Agro Forestry, Handloom, Power loom etc.

Supportive Measures for Women's Economic Activities and Entrepreneurship

- Direct & indirect financial support
- Technological training and awards
- Federations and associations

Direct & Indirect Financial Support

- Nationalized banks
- State finance corporation
- State industrial development corporation
- District industries centers
- Differential rate schemes
- Mahila Udyog Nidhi scheme
- Small Industries Development Bank of India (SIDBI)
- State Small Industrial Development Corporations (SSIDCs)

Technological Training and Awards

- Stree Shakti Package by SBI
- Entrepreneurship Development Institute of India
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- National Institute of Small Business Extension Training (NSIBET)
- Women's University of Mumbai

Federations and Associations

- National Alliance of Young Entrepreneurs (NAYE)
- India Council of Women Entrepreneurs, New Delhi
- Self Employed Women's Association (SEWA)
- Association of Women Entrepreneurs of Karnataka (AWEK)
- World Association of Women Entrepreneurs (WAWE)
- Associated Country Women of the World (ACWW)

SAMPLE SIZE AND TECHNIQUE

Sources of Data Collection

The primary data was collected from women entrepreneurs using structured non-disguised questionnaire. The entrepreneurs were drawn using non-probability sampling design based on quota-cum convenience sampling method. The collected data has been tabulated and analysed using simple percentage test. Sample: 420 women entrepreneurs were selected from the district to study and evaluate their motivating factors, the constraints faced by them and the guidance received by them. Kancheepuram started slipping into the hands of the British's East India Company. In 1781, British appointed their representatives to look after Kancheepuram. George Procter was the first collector of Kancheepuram. Now after India's independence, Kancheepuram is one of the major districts of Tamilnadu State. In 1984, the Vast Kancheepuram district was bifurcated into two districts namely Kancheepuram and Dindugul Districts. Subsequently in 1997, Kancheepuram district was bifurcated into two districts namely Kancheepuram. In Kancheepuram District, there are 10 State Assembly constituencies and two parliament constituencies. Kancheepuram is surrounded by several mountains. An official Census 2011 detail of Kancheepuram a district of Tamil Nadu has been

released by Directorate of Census Operations in Tamil Nadu. Enumeration of key persons was also done by census officials in Kancheepuram District of Tamil Nadu. As per 2011 census, 39.22 % population of Kancheepuram districts lives in rural areas of villages. The total Kancheepuram district population living in rural areas is 1,191,451 of which males and females are 601,247 and 590,204 respectively. In rural areas of Kancheepuram district, sex ratio is 982 females per 1000 males. If child sex ratio data of Kancheepuram district is considered, figure is 913 girls per 1000 boys. Child population in the age 0-6 is 128,452 in rural areas of which males were 67,137 and females were 61,315.

Hypotheses

H0: There is no significant difference in the steps taken by of women entrepreneurs to solve their financial problems in Kancheepuram

H1: There is significant difference in the steps taken by of women entrepreneurs to solve their financial problems in Kancheepuram

Data and Methods

The data collected were suitably classified and analysed keeping in view the objectives of the study. For the purpose of analysis, statistical tools like percentages, rank test and chi-square test were used. The chi-square test was applied to examine the significance of variation in the opinion among the women entrepreneurs in Kancheepuram while, the rank test was used to assess the order of preference associated with the selected variables

Implications

Ways to Develop Women Entrepreneurs

1. Consider women as specific target group for all developmental programmers.
2. Better educational facilities and schemes should be extended to women folk from government part.
3. Adequate training program on management skills to be provided to women community.
4. Encourage women's participation in decision-making.
5. Vocational training to be extended to women community that enables them to understand the production process and production management.

Data Analysis

Hypothesis I

Null Hypothesis: There is no association between domicile of women entrepreneurs and government policies in the development of women in social network.

Since P value is less than 0.05, the null hypothesis is rejected at 5 percent level of significance. Hence concluded that there is association between women entrepreneur and government policies in the development of women in social network provided. Based on the row percentage, both urban and rural areas prefer development of women in social network. This shows that even today women are the best motivator irrespective of the gender.

Table 1
Chi-square test for association between domicile of women entrepreneurs and government policies in the development of women in social network

<i>Government policies</i>	<i>Domicile of women entrepreneur</i>			<i>Total</i>	<i>Chi-square Value</i>	<i>P value</i>
	<i>Kancheepuram</i>	<i>Dindugul</i>	<i>Both</i>			
Rural areas	115 (36.3%) [72.3%]	91 (28.7%) [75.8%]	111 (35.0%) [78.7%]	317	1.663	0.435**
Urban areas	44 (42.7%) [27.7%]	29 (28.2%) [24.2%]	30 (29.1%) [21.3%]	103		
Total	159	120	141	420		

Note: 1. The value within () refers to Row Percentage
2. The value within [] refers to Column Percentage
3. ** Denotes significant at 5% level

Hypothesis II

Null Hypothesis: There is no association between age and domicile of women entrepreneurs

Table 2
Chi-square test for association between age and domicile of women entrepreneurs

<i>Age</i>	<i>Domicile of women entrepreneur</i>			<i>Total</i>	<i>Chi-square Value</i>	<i>P value</i>
	<i>Rural areas</i>	<i>Urban areas</i>	<i>Both</i>			
Below 25	15 (51.7%) [9.4%]	5 (17.2%) [4.2%]	9 (31.0%) [6.4%]	29	19.489	0.003**
25 – 35	59 (41.3%) [37.1%]	50 (35.0%) [41.7%]	34 (23.8%) [24.1%]	143		
35 – 45	60 (37.7%) [37.7%]	45 (28.3%) [37.5%]	54 (34.0%) [38.3%]	159		
Above 45	25 (28.1%) [15.7%]	20 (22.5%) [16.7%]	44 (49.4%) [31.2%]	89		
Total	159	120	141	420		

Note: 1. The value within () refers to Row Percentage
2. The value within [] refers to Column Percentage
3. ** Denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence concluded that there is association between age and women as an entrepreneur. Based on the row percentage, comparatively more no. of respondents between age groups of 25 to 45 prefers women as an entrepreneur.

Hypothesis III

Null Hypothesis: There is no association between educational qualification and domicile of women entrepreneurs

Table 3
Chi-square test for association between educational qualification and domicile of women entrepreneurs

<i>Educational Qualification</i>	<i>Domicile of women entrepreneur</i>			<i>Total</i>	<i>Chi-square Value</i>	<i>P value</i>
	<i>Urban areas</i>	<i>Rural areas</i>	<i>Both</i>			
Diploma	20 (40.0%) [12.6%]	15 (30.0%) [12.5%]	15 (30.0%) [10.6%]	50	36.779	0.000**
Graduate	65 (40.1%) [40.9%]	58 (35.8%) [48.3%]	39 (24.1%) [27.7%]	162		
Post Graduate	49 (32.9%) [30.8%]	47 (31.5%) [39.2%]	53 (35.6%) [37.6%]	149		
Professional	25 (42.4%) [15.7%]	0 (.0%) [.0%]	34 (57.6%) [24.1%]	59		
Total	159	120	141	420		

Note: 1. The value within () refers to Row Percentage
 2. The value within [] refers to Column Percentage
 3. ** Denotes significant at 1% level

Since P value is more than 0.01, the null hypothesis is accepted at 1 percent level of significance. Hence concluded that there is association between educational qualification and women entrepreneur. It is also observed from the table that the more no. of Professional respondents women entrepreneur. It is also found that with 99% percentage of significance, based on the educational qualification the preference changes and it shifts to women entrepreneur.

Hypothesis IV

Null Hypothesis: There is no association between marital status and Women Entrepreneur

Table 4
Chi-square test for association between marital status and domicile of women Entrepreneurs

<i>Marital Status</i>	<i>Domicile of women entrepreneurs</i>			<i>Total</i>	<i>Chi-square Value</i>	<i>P value</i>
	<i>Urban areas</i>	<i>Rural areas</i>	<i>Both</i>			
Single	24 (24.2%) [15.1%]	42 (42.4%) [35.0%]	33 (33.3%) [23.4%]	99	15.045	0.435**
Married	135 (42.1%) [84.9%]	78 (24.3%) [65.0%]	108 (33.6%) [76.6%]	321		
Total	159	120	141	420		

Note: 1. The value within () refers to Row Percentage
 2. The value within [] refers to Column Percentage
 3. ** Denotes significant at 51% level

Since P value is less than 0.05, the null hypothesis is accepted at 5 percent level of significance. Hence concluded that there is association between marital status and development of women Entrepreneur. More no. of married respondents prefer development of women Entrepreneur than men and also second large no of married respondents prefer development of women Entrepreneur..

SUGGESTIONS AND CONCLUSIONS

Women entrepreneurs face many problems in various aspects of finance, marketing, health and family. After independence, law guaranteed equal rights and equal opportunities in education and employment for women. But unfortunately, the government sponsored development activities have benefited only a small section of women i.e. the urban middle class. Women sector occupies nearly 45% of the Indian population. But their number as entrepreneurs is too diminutive. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programmes to women. Steps are to be taken to promote women entrepreneurship. Renaissance of entrepreneurship is the need of the hour and this is possible only by educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field. They should be made to realize their strengths, and important position in the society and the great contribution they can make for the entire economy. Women entrepreneurs must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges in global markets. They should be competent enough to sustain and strive for excellence in the entrepreneurial arena. It depends on the realization of every citizen regarding the important position occupied by women in society and their vital role in the modern business field. This consciousness can beat our own conservative and rigid thought process which is the biggest hindrance in our country's development process.

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