



A STUDY ON WOMEN ENTREPRENEURSHIP IN TIRUCHIRAPPALLI TOWN - AN INCLUSIVE GROWTH ISSUES

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ABSTRACT :

A Study on women entrepreneurship in Tiruchirappalli Town-An Inclusive growth issues attempts to find out the major classification of women entrepreneurs on the basis of the family background. It also highlights the various issues and constrains experienced by women entrepreneurs in planning designing and executing the business strategies. It analysed a factors like support of family members and education in fostering and entrepreneurship among women. The paper attempts to find out a problems faced by the women entrepreneurs in personal and financial friend. The paper has come out with some important findings. To nurture women entrepreneurship in the study area .



KEYWORDS : Women entrepreneurs, Planning, designing, executing, personal.

INTRODUCTION:

Entrepreneurship can help women's economic independence and improve their social status. Automatically the women get empowered once they attain economic independence. The development of women entrepreneurship enables the society to understand and appreciate their abilities. It enhances their status and leads to integration of women in nation building and economic development. It provides the psychological satisfaction and imbibes a deep sense of achievement to create their enhanced identify in the society. A women entrepreneur may be defined as "women or group of women who initiate, organize or run a business enterprise. For any developing country, women entrepreneurship play a important role particularly in terms of their contribution to the economic development. Women entrepreneurship has been recognizd as an important source of economic growth. By establishing their new venture women entrepreneurs generate new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. However, they still represent minority as women entrepreneurs, especially in India. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and cultural practices, lack of access to formal finance mechanisms limited mobility and access to information and networks etc. Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment. Thus, Governments

across the world as well as various developmental organizations are actively assisting and promoting women entrepreneurs through various schemes, incentives and promotional measures.

Over the past few decades women are coming out of the boundaries of house and proving their ability and competencies in the business world. Today the roles of women are not confined to the traditional role of a mother or a housewife. The role of modern women is much wider than, what it was previously. A women has to play multiple roles, besides playing the role of house wife, mother, daughter, she has to play different roles in community in the social settings simultaneously. Because of Indian culture traditional customs women, even after 63 years of independence, are facing bias. This has adversely affected the status of Indian business women.

REVIEW OF LITERATURE

Yogita Sharma (2013) in her article Women Entrepreneurs in India reveals that India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs faced lot of problems like lack of education, social barriers, legal formalities, high cost of production, male dominated society, limited managerial ability, lack of confidence. Various factors like pull and push factors influencing women entrepreneurs.

Manivel, A., (2014) reveals that "Women Entrepreneurs- Problems and Factors influencing Enterprises"- Women entrepreneurship in India is still in infancy, it is gaining momentum day by day, which replicates the essentiality and yet to be picked up in this country and they suffer the most. Her involvement is marked by low work participation rates, excessive concentration in the unrecognized sector of the economy and that too in low skill jobs. It could be seen today that women are getting with high credit than man in education and in professional studies.(May1, 2014 southern economist

Monika dahiya and Habiba Abbasi (2016) in their article "Scope of Women Entrepreneur in India" had focused the growth and development of any country depends upon how well its resources, be it physical, financial or human, are put to us. Amongst these resources the most vital are the human resources. It is these human resources who utilize other resources and contribute to development of the nation. Richness in material and financial resources will be insufficient if a nation lacks entrepreneurship amongst its people. The human resources of any country must possess enterprising spirit which is a pre requisite for growth. An entrepreneur not only earns his livelihood but also creates opportunities for others. Women form an essential part of the human resource of any country. They make a sustained effort towards the development of the country. The entrepreneurial scenario in India had witnessed a splurge in women entrepreneurs in the last decade. Overcoming the barriers of patriarchal society existing in the country, women have come forward and proved that they too have capabilities and innovative thinking to start their own business. Finally this paper focuses on the rising trend of women entrepreneurship in India, the hurdles that they face and the initiatives taken by the government to support and encourage women in their endeavors. It also discusses some of the successful women entrepreneur of India.

OBJECTIVES OF THE STUDY

- To find out whether the sample respondents are first generation entrepreneurs (or) second generation entrepreneurs
- To identify the factors that helps women to become entrepreneurs.
- To highlight the problems faced by the women entrepreneurs
- To suggest measures to improve the condition of women entrepreneurs.

METHODOLOGY

It is a descriptive study. This study is based on both primary data and secondary data. Primary data were collected from the 100 respondents in Trichirappalli town on random basis. Secondary data were collected from various books, journals, magazines and other published materials & web portal.

Table No.1: Generation wise classification of respondents

Generation	No.of Respondents	Percentage
I Generation	94	94
II Generation	06	06
Total	100	100

Source: Primary data

The above table shows that 94% of the respondents are first generation entrepreneurs. It shows the current generations women are want to be economically independent, so they are selecting self-employment and not waiting for the government job. This is clearly shows that it is not necessary to belong to a business family to start their own business.

Table No.2: Educational status of the respondents

Educational status	No.of Respondents	Percentage
High School	4	04
Higher secondary	42	22
Under graduate	46	46
Post graduate	4	04
Diploma	4	04
Total	100	100

Source: Primary data

The above table shows that 46% of the respondents are graduates, and 42% of the respondents are studied up to higher secondary level. It helps them to do the work better when compared to low qualified persons. It is clear that more educational people how venture in to business. Education plays an important role to improve the awareness level of the women entrepreneurs.

Table No.3: Nature of business

Nature of business	No.of Respondents	Percentage
Beauty Parlour	50	50
Grinding Flour& Pickle Making	10	10
Tailoring	24	24
STD Booth	10	10
Cloth sales	06	06
Total	100	100

Source: Primary data

The above table shows that 50% of the respondent's nature of the business is running beauty parlour. 24% of the respondents running tailoring units. In modern days women prefer to go to beauty parlour. They prefer these businesses due to their expertise in these fields.

Table No.4: Motivating Factors to start the business

Motivators	No.of Respondents	Percentage
Husband	28	28
Parents	12	12
Friends	22	22
Relatives	20	20
Neighbours	10	10

Self	08	08
Total	100	100

Source: Primary data

The above table shows that majority of the respondents, 28% are motivated by their husband and 22% are by their friends. It reveals that the male domination & attitude of the men towards females have changed. The problem faced by women entrepreneurs are plenty. They broadly classified into personal and professional.

Table No.5: Problems faced by the respondents

Nature of problem	No.of Respondents	Percentage
Personal problem	40	40
Business problem	60	60
Total	100	100

Source: Primary data

The above table shows that 40% of the respondents are facing personal problems like management, life style changes, stress, decision making, lack of free time, conflicts with family members. This table reveals that 60% of the respondents are facing business problems like working capital shortage, problems related to inputs, employees, market problems and harassment from officials. But it reveals those women entrepreneurs are mostly suffered by business problem than personal problem.

FINDINGS

- Majority of the respondent belongs to 20 to 30yrs age group
- 40% of the respondents belong to BC community
- Majority of the respondents belong to Hindu religion
- 46% of the respondents are studied up to UG level and 22% studied up to higher secondary
- Majority of the respondents 60% are living in nuclear family
- Majority of the respondents 94% are the first generation entrepreneurs
- All the respondents are motivated by their family members
- Majority of the respondents 50% are operating in beauty parlour

SUGGESTIONS

- Women entrepreneurs don't mix with family work and their business
- Women entrepreneurs should develop themselves in their field
- Women entrepreneurs should plan day today work in the business then only she manage their workers
- Loan should be given to the women entrepreneurs with minimum formalities.

CONCLUSION

Women have the potential and will to establish and manage enterprises of their own. What they need is encouragement and support from family members, Govt., Society, male counter party. With the right assistance from varied group mentioned above, they can join the main stream of national economy and thereby contribute to the progress and prospecting of the nation. If women talents are utilized properly, one day India will become an ideal country with inclusiveness, less disparities of income and wealth and gender neutrality.

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