



A STUDY ON FAMILY LIFE SITUATION AND SOCIAL ECONOMIC DEVELOPMENT AMONG WOMEN ENTREPRENEURS IN THANJAVUR DISTRICT

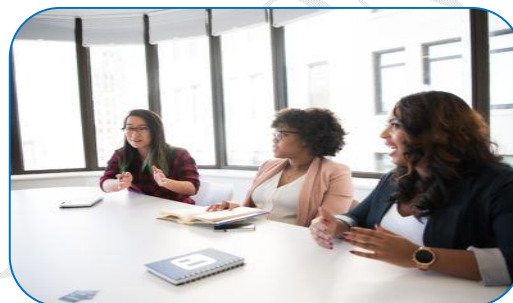
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ABSTRACT :

The number of self -employed women has steadily increasing over the past three decades, putting them of an approximate thirty three percent increase approximately of all entrepreneurs in world wide. Entrepreneurial sprit is characterized by innovation and risk -taking some of the opportunities afforded to women took a backs east and society seems to reverse its views, reversing to more traditional roles.



KEYWORDS : Innovation, Opportunities, Risk taking, traditional roles.

INTRODUCTION

Today women entrepreneurs in our country are engaged in multiple enterprise in various sectors like hotels, computer service, manufacture of garments, processed food etc, Traditionally, a women's reproductive role in producer and in secondary, unless as in the low -income group an also this needs of economic necessity forced a women to support the family.

STATEMENT OF THE PROBLEM

In family or business, they are doing multiple roles in day to day life. Like family, social, economic etc, In this situation, are meet the conflict in family and entrepreneur, nearly 70% of women are prove and development of business with the support of family members.

SIGNIFICANCE OF THE STUDY

Women are development in social economic and political aspects in all spheres they are motivated and encouraged by Govt. and other institution, but today in our Indian context, they are not stand and prove their abilities and rights. They are faced lot of problems in standing their world. Due to this reason the researcher want to study is this area.

SCOPE OF THE STUDY

Many researcher and academician to do research in this area of development of women entrepreneurs, because women are the root of the family, society and nation. As a government to take effective steps to compared the Gap and development of women in the area of marketing, decision making, and leadership skills qualities are the essential elements of women. In our Indian contest still the educated women are dominated by men / husband.

REVIEW OF LITERATURE

1. Lavanya Latha (2006) suggested that hard work self -confidence, self -determination, personality traits and availability of timely support were the important factors for the success of women entrepreneurs.
2. Raghavendra (2006) that entrepreneurs development hers the more effecting and varied operation for women who have not breakable to emerge from the furdah of family chores and responsibility.

OBJECTIVES OF THE STUDY

1. To explain the socio-cultural profile of the respondents.
2. To study the profile, entrepreneurs traits and performance entrepreneurship in Thanjavur District.
3. To analyse the behavioural aspects of entrepreneurs in promoting their business.
4. To make a probe in to the achievements of entrepreneurs in terms of certain economic indicators.
5. To given the suitable suggestion and recommendation of women entrepreneurs.

HYPOTHESIS

1. There is significant association between type of family and adjustment pattern of the respondents.
2. There is an significant association between Economic development and self -esteem of the respondents.

RESEARCH METHODOLOGY

The researcher applied Descriptive Research design for her study. To collect the universe from the various Non- Government institutions in Thanjavur District, Around 300 respondents are collected. In 300 respondents, the researcher used stratified Random sampling method. The sample size is 50 collected the information through structured interview schedule and used sample table and Chi- Square test for her study.

Table no 1
Age group of the respondents

S.No	Age Group	Respondents	Percentage
1	25-34	14	28%
2	35-44	19	38%
3	45-54	17	34%
	Total	50	100%

The above table tells the age group of the respondents. more than one fourth (38%) of the respondents are belonged the age group between 35-44years, less than half(34%) of the respondents are belonged the age group between 45-54 and remaining few portions (28%) of the respondents are belonged the age group between25-34 years.

Table no-2
Education qualifications of the respondents.

S.No	Education	Respondents	Percentage
1	High school	13	26%
2	Higher secondary	17	34%
3	Degree /diploma	20	40%
	Total	50	100%

This table highlights the educational qualification of the respondents .Nearly half (40%) of the respondents are completed in higher degree/diploma, more than one fourth (34%) of the respondents

are completed in higher secondary and remaining (26%) of the respondents are completed in high school.

Table no -3
Marital status of the respondents

S. No	Marital status	Respondents	Percentage
1	Single	4	8%
2	Married	35	70%
3	Widower/divorce	11	22%
	Total	50%	100%

The above table indicates that marital status of the respondents. Majority (70%) of the respondents are married, less than one fourth (22%) of the respondents are widower and divorced women and very few (8%) of the respondents are unmarried women.

Table No-4
Type of family of the respondents

S.No.	Type of family	Respondents	Percentage
1	Joint family	22	44%
2	Nuclear family	28	56%
	Total	50	100%

This table shows that family type of the respondents. More than half (56%) of the respondents are lived in nuclear families and less than half (44%) of the respondents are lived in joint family system.

Table No-5
Adjustment pattern of the respondents

S.No	Adjustment pattern	Respondents	Percentage
1	Yes	30	60%
2	No	20	40%
	Total	50	100%

This table highlights the adjustment pattern of the respondents. Majority (60%) of the respondents are adjust with their family members and nearly half(40%) of the respondents are not co-operate and adjust with their family members.

Table no -6
Economic development of the respondents

S.No	Economic development	Respondents	Percentage
1	Increased income level	41	82%
2	Applied to Bank Loans	9	18%
	Total	50	100%

The above statement said that the economic development of the respondents. Majority (80%) of the respondents are increased the income level and few portions (18%) of the respondents are to applied bank loan for their business development.

Table no-7
Self -esteem of the respondents

S.No	Self -esteem	Respondents	Percentage
1	Yes	27	54%
2	No	23	46%
	Total	50	100%

This table indicates that self Esteem of the respondents. More than half (54%) of the respondents have self -Esteem in their life and more than one fourth (46%) of the respondents have not self-Esteem in their life.

Hypothesis -1

There is a significant association between family type and adjustment pattern of the respondents.

Null hypothesis

There is no significant relationship between the family type and adjustment pattern of the respondents.

In order to find out the relationship between the family type and adjustment pattern.

Association between family type and their adjustment pattern

Family Type	Adjustment pattern		Respondents	Statistical inference
	Yes	No		
Joint family	12	10	22	X ² =14.642 Df=1 P <0.05 Significant
Nuclear family	23	5	28	
Total	35	15	50	

Inference

According to this table is known that there is significant relationship between family type and adjustment pattern of the respondents.

Hence, the research hypothesis is accepted.

Hypothesis -2

There is significant relationship between the economic development and self-esteem of the respondents.

Null hypothesis

There is significant relationship between the economic development and self-esteem of the respondents.

In order to find out the relationship between the economic development and self-esteem of the respondents.

Association between the economic development and self -esteem.

Economic development	Self -Esteem		Respondents	Statistical Inference
	Yes	No		
Increased income level	30	11	41	X ² =0.64 DF=1 P <0.05 Significant
Applied bank loan	6	3	9	
Total	36	14	50	

Inference

According this above is known that there is significant relationship between the economic development of the respondents and their development.

Hence, the research hypothesis is accepted.

MAJOR FINDINGS:

1. More than one fourth (38%) of the respondents are belonged the age group between 35-44years.
2. Nearly half (40%) of the respondents are completed in higher degree/diploma.
3. Majority (70%) of the respondents are married.
4. More than half (56%) of the respondents are lived in nuclear families.
5. Majority (60%) of the respondents are adjust with their family members.
6. Majority (80%) of the respondents are increased the income level of the respondents.
7. More than half (54%) of the respondents have self -Esteem in their life.

SUGGESTION:

1. Women should encourage to participate in decision -making process.
2. The government and voluntary organization should provide capital assistance both for small scale and large scale industries.
3. Consider women as specific target group for all development programmes.
4. Women entrepreneurs should maintain the cordial relation with family members and colleague.
5. A women's entrepreneurial guidance cell set up to handle the grievances of women entrepreneur in all over the state.

CONCLUSION:

Entrepreneurship on the whole, should act o the ideas of social justice without discrimination. Business must set high standards of morality and put in all efforts to minimize social damage. They must encourage democratic institutions and assist national integration. The entrepreneurs should manage their business with such competence and skill that inspires confidence and pride in the minds of the people.

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