



## WOMEN ENTREPRENEURSHIP DEVELOPMENT IN KERALA –A FUTURE PERSPECTIVE

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### ABSTRACT:

*Entrepreneurship development is inevitable for the economic growth of any country. It leads to rapid industrialization, which is much indeed in a state like Kerala, where the educated unemployment is in severe form. As we know, Kerala is a state in southern India, which has a unique development experience of its own. This state has achieved improvements in indicators of social development, even though the state's per-capita income is low in comparison to them. This is termed as a paradox to the existing understanding of economic development. In Kerala, the economy is experiencing a substantial shift of employment from the primary sector to the tertiary sector. It is mainly due to the factors like low wage rate which was prevailed in the primary sector, mechanization in agriculture, increasing educational standards of the people, and changing attitude towards employment of the people..etc. From the decade of 1970s onwards, there has been an increase in the labor supply particularly due to the increase in the number of women seeking employment. Though the supply of job seekers increased, the demand for them did not increase, which resulted in rapid rise in unemployment in Kerala. So the present study focused to understand the status of women in Kerala along with initiative taken for women entrepreneurship development.*

**KEYWORDS:** entrepreneurship, industrialization, unemployment, initiative, indicators

### INTRODUCTION

Unemployment is normally found in all economies, irrespective of their level of development. It does not remain confined only to unskilled workers. Often a sizeable number of skilled workers, sometimes even they who have good training in sophisticated technologies fail to get job for long periods. Even if these workers are willing to accept jobs at prevailing wage rates, their services are not required by those who have control over productive resources. From the society's point of view this involves a colossal waste of the nation's human resources(Puri, 2001).

Entrepreneurship development is inevitable for the economic growth of any country. It leads to rapid industrialization, which is much indeed in a state like Kerala, where the educated unemployment is in severe form. As we know, Kerala is a state in southern India, which has a unique development experience of its own. This state has achieved improvements in indicators of social development, even though the state's per-capita income is low in comparison to them. This is termed as a paradox to the existing understanding of economic development. Achievement such as low levels of infant mortality and population growth, and high levels of literacy and life expectancy along with the factors responsible for such achievements have been considered characteristics results of the Kerala model. Though social

development is high, the industrial growth and development is low. The present study review the reason behind the slow growth of entrepreneurial development among women in Kerala.

### OBJECTIVES

- To understand the status of women in Kerala.
- To analyze the initiatives taken for women entrepreneurship development in Kerala.

### REVIEW OF LITERATURE

In an article of (Singh, 2012), she try to bring out nuances of streesakti and women empowerment by highlighting some pioneering government programs like streesakti, and mission convergence in Delhi, and the national mission for empowerment of women (NMEW), government of India. After the detailed analysis of facts, she observed that, the approach of addressing issues related to empowerment of women from a holistic and macro point of view acknowledging the cross cutting linkages between economic, social and political identity of women presents a new hope. The gender convergence mantra also holds a key to inclusive governance and our cherished dream of growth with justice and equity. The study strongly demanded the government should kept women's concerns have to be the center of public policy, developmental planning and governance, with recognition of their role as critical growth agents and as ambassadors of social change.

But it is important to realize that there is significant variation in the degree of socio economic development Indian states. Hence it is not feasible to develop a single model for empowering Indian women or a single blue print of state policies. Therefore, state's specific women empowerment strategies need to be prepared by judiciously identifying factors/ parameters responsible for women empowerment in a particular state and accordingly formulating required policy intervention (Chattopadhyay, 2012).

Women empowerment generally comprises of women's sense of self-worth; their rights to have the power of control their own lives, both within and outside home; and their ability to influence the direction of social change to create a just social and economic order nationally, internationally and universally. Educational attainment and economic participation are the key constituents in ensuring the empowerment of women. Educational attainment is essential for empowering women in all sphere of society, for without education of comparable quality and content given to men, updated with existing knowledge and relevant to current needs. Women will be able to have access to well-paid formal as well as informal sector jobs and advances with men (Baby, 2015)

In an article of (Krishnamoorthy, 2013), they found that, the micro enterprise activities undertaken by women members through SHG's have improved the socio- economic conditions as well as participation of women in decision making and contributed for the empowerment of women in the state. It made a silent revolution in the rural women folk by enabling them to become self-dependent and self-reliant, providing a forum for members for discussing their socio economic problems and equipping women with basic skills required for money transaction. On the whole, according to them, the micro-enterprise activities undertaken by the members ensure for women empowerment in dimensions which include economic social and political empowerment and of course in psychological empowerment of women.

### METHODOLOGY

The study is based on secondary data sources. The particular data has been collected from various published sources. It includes, online research articles published by national and international journals, yojana, the reports of economic review, census 2011..etc. The statistical tools like tables, compound growth rate and percentage analysis has been employed to assess the results.

### SIGNIFICANCE

In the organized sector wages are regular and working conditions are good. But in Kerala employment in the organizing sector is coming down (M.M, 2013). The situation is again worsened

when the women have been started to come into workforce recently. So the only solution to the problem is, accommodate these additional workforce demand into the unorganized sector. The present paper seeks to analyze whether the women is able to provide a potential workforce in an economy like Kerala, and how far the Kerala government have try to reduce unemployment in Kerala.

### LIMITATIONS

There are some limitations has been found in this paper. Firstly, the study is purely based on secondary source of data and the conclusions are framed on the basis of it. Secondly, the collected data has been available only up to the period of 2011-12.

### DATA ANALYSIS

In Kerala, Unemployment is always a serious problem though an accurate estimate is difficult to obtain. From the decade of 1970s onwards, there has been an increase in the laborsupply particularly due to the increase in the number of women seeking employment. Though the supply of job seekers increased, the demand for them did not increase, which resulted in rapid rise in unemployment in Kerala. Even though unemployment is severe, the people are not willing to take to entrepreneurship.it can be rightly said that the people of Kerala are not entrepreneurial friendly. Even the family members won't support one turning towards business. When the men do not receive any support from family for becoming entrepreneurs we can imagine the situation of a women. But Kerala has more possibility to bring women into entrepreneurial activities. It is because of the particular features associated with an exclusive Kerala model of development

Education in Kerala is both inclusive in nature and accessible to all the sections of population. According to the census of India 2011, the population of Kerala was 33,406,061, or 2.76 percent of India's population of the states total population. In which 48 percent population are males and 52 percent's are females in Kerala. The decadal growth rate of Kerala's population was 4.9 per cent, the lowest among Indian states (economic review 2017). Variation in literacy rates among the districts of Kerala is low shown in table below.

**Table 1: literacy rate by sex for states and districts; 2005 - 2017 - Kerala**

Sl No	State s/ Districts	Literacy Rate					
		Persons		Male		Female	
		2005	2017	2005	2017	2005	2017
	Kerala	90.86	93.91	94.24	96.02	87.72	91.98
1	Trivandrum	89.28	92.66	92.64	94.06	86.14	90.89
2	Kollam	91.18	93.77	94.43	95.83	88.18	91.95
3	Pathanamthitta	94.84	96.93	96.41	97.7	93.43	96.26
4	Alappuzha	93.43	96.26	96.27	97.9	90.82	94.8
5	Kottayam	95.82	96.4	97.34	97.17	94.35	95.67
6	Idukki	88.69	92.20	92.33	94.84	85.02	89.59
7	Ernakulum	93.2	95.68	95.81	97.14	90.66	94.27
8	Trissur	92.27	95.32	95.11	96.98	89.71	93.85
9	Palakkad	84.35	88.49	89.52	92.27	79.56	84.99
10	Malappuram	89.61	93.55	93.25	95.78	86.26	91.55
11	Kozhikode	92.24	95.24	96.11	97.47	88.62	93.16
12	Wayanad	85.25	89.32	89.77	92.84	80.72	85.94
13	Kannur	92.59	95.41	96.13	97.54	89.4	93.57
14	Kasargod	84.57	89.85	90.36	93.93	79.12	86.13

Source: Economic Review 2017

It was clear from the table that, female literacy has been improved over the past 12 years in Kerala. Almost all the district shows an increasing trend over the years. The literacy rate per persons in Kerala was increased from 90.86 to 93.91 per persons during the study area. Whereas, male and female literacy also has been improved remarkably over these years; male literacy has been increased from 94.24 to 96.02 and 87.72 to 91.98 persons in case of female respectively. So in overall literacy rate in state has been increased by more than 2 percent during the study period in Kerala.

Women of Kerala outperform their male counterparts in many developmental indicators. But in the case of economically active persons, the outcome is not favorable to women. A comparison of labour force participation of male and female in Kerala is shown below.

**Table 2; work participation rates of males and females in Kerala**

year	Rural				Urban			
	India		Kerala		India		Kerala	
	Male	Female	Male	Female	Male	Female	Male	Female
1987-88	53.9	32.3	56.7	31.6	50.6	15.2	59.2	21.8
1993-94	55.3	32.8	53.7	23.8	52.0	15.4	56.0	20.3
1999-00	53.1	29.9	55.3	23.8	51.8	13.9	55.8	20.3
2004-05	54.6	32.7	55.9	25.6	54.9	16.6	54.7	20.0
2009-10	54.7	26.1	56.4	21.8	54.3	13.8	54.7	19.4
2011-12	54.3	24.8	56.5	22.1	54.6	14.7	55.2	19.1

*Source: Economic Review 2017*

The work participation rate among gender shows a huge difference in between India and Kerala. The work participation in India among male showing an increasing trend both in rural and urban areas. But the same among women shows a fluctuating trend over the study period in India. Likewise, the work participation rate among male in Kerala is showing a declining trend. It was over all declined from 56.7 percent to 56.5 per cent in rural and increasing in the intervening years during the study period. Again the table found a sharp decline from 59.2 percent to 55.2 percent decline in male work participation rate in urban areas of Kerala. But analyzing the female work participation rate the situation is entirely different than male. There is 50 percent difference in gender work participation rate has been clearly visible in the table in Kerala. Because, rural and urban work participation rate of women in Kerala start from 31.6 and 21.8 percent respectively. After then the rate is steadily declined and reached to 22.1 and 19.1 percent in rural and urban areas of Kerala over the study period.

It was clear that Kerala has recorded a high paradox in case of women literacy and labour force participation of women. With highest sex ratio of 1084 females per 1000 males; while the national figure is 0.940(census 2011). It reflected a huge loss in educated workforce in India. The possibility of bringing women into entrepreneurship was many, but the slow growth of secondary sector lags behind women from taking self-entrepreneurship. The sluggish growth of the manufacturing sectors in Kerala in the post independent period when the country had embarked on the path of rapid industrialization, and the state was under severe pressure to generate production employment opportunities, are the major problems faced by the industrial sectors of Kerala. There are so many initiatives already the state has been taken up.

### **INDUSTRIAL PROMOTION AGENCIES**

Industrial promotion agencies can be defined as agencies formed and reared mainly by the government- local, state and central for the initiation, promotion and development of industrial enterprises- small scale, medium scale and large scale with the ultimate objective of industrialization. Industrial promotion agencies are the pillars of any nation. They may be described as the nation builders in the sense that the future of the nation rest with the degree of industrialization taken place in that nation. "Industrialize or perish" is the order of the day. The economic development of a country is in

direct proportion to the degree of industrial growth it has achieved. Industrialization often has been regarded as synonymous with development. Industrialization of a nation can be boosted only with the influence of industrial promotion agencies.

### Source of assistance for women entrepreneurs in Kerala

The government of Kerala assists the industrial units by providing financial assistance, infrastructural facilities and training/ consultancy services. A network of organizations like, KeralaState Women Development Corporation (KSWDC), KeralaFinancial Corporations (KFC), Small Industries Development Bank of India (SIDBI), KeralaState Industrial Development Corporation (KSIDC), KeralaIndustrial Infrastructure Corporation (KINFRA), Directorate Of Industries And Commerce (DIC), MSME Development Institute(MSME-DI), Kerala Industrial And Technical Consultancy Organization (KITCO), Kerala Bureau of Industrial Promotion (K-BIP), Centre For Management Development (CMD), National Small Industries Corporation (NSIC), National Bank For Agricultural And Rural Development (NABARD), KHADI and Village Industries Commission (KVIC), SC/ST Corporationetc. Also provide special assistance to women entrepreneurs in Kerala for identification, selection, training, consultancy and marketing, apart from term loan facilities on concessional terms.

As policies and programs have a differential impact on women and men, as an indifferent nature of Kerala, it is necessary to strengthen gender responsive budgeting. Gender budget is not a separate budget for women but one in which gender has been put on the mainstream. With the inclusion of women development plan (WDP) in local bodies, annual plan, an attempt at integrating gender into the budgeting process, a gender responsive budgeting was introduced in the state of Kerala at the time of the 9<sup>th</sup> five year plan itself. The percentage of plan allocation and expenditure on WCP project of local bodies during 11<sup>th</sup> and 12<sup>th</sup> (first three years) are given below.

**Table 3; percentage of allocation and expenditure of WCP projects to the total allocation and expenditure**

Five year plan	% of WCP allocation	% of WCP expenditure
11 <sup>th</sup> Plan	13.22	12.35
12 <sup>th</sup> Plan	8.84	10.22
<b>CGR</b>	<b>-33.13</b>	<b>-17.25</b>

*Source: Economic Review 2017(fromIKM2017)*

The percentage of allocation and expenditure of WCP projects, though 10 percent is mandatory in terms of allocation and expenditure more than 10 percentage of the fund goes to women. Compared to 11<sup>th</sup> five year plan, percentage of WCP allocation has been fall from 13.22 percent to 8.84 and expenditure from 12.53 to 10.22 percent. The value of compound annual growth rate shows that there is 33.13 per cent reduction in WCP allocation on WCP projects, as well the WCP expenditure is also reduced by 17.25 percent over the study period in kerala. The WCP allocation for the last two year of 12<sup>th</sup> five year plan is given below

**Table 4; Allocation and Expenditure of WCP projects to the total Allocation and Expenditure**

Years	Allocation			Expenditure		
	Total	WCP	% of WCP	Total	WCP	% of WCP
2012-13	3870.32	431.01	11.14	2741.97	294.20	10.73
2013-14	5057.59	530.34	10.49	3918.27	407.47	10.40
2014-15	9914.79	613.16	6.18	4033.94	441.32	10.94
2015-16	6069.98	604.57	9.96	4467.76	433.43	9.70
2016-17	6629.98	610.44	9.21	3839.88	366.35	9.54
<b>Total</b>	<b>31541.86</b>	<b>2789.52</b>	<b>8.84</b>	<b>19001.82</b>	<b>1942.77</b>	<b>10.22</b>

*Source: Economic Review 2017(from annual plan documents)*

In Kerala, the allocation and expenditure of WCP projects to the total allocation and expenditure shows a declining share. It was clear from the table that allocation of WCP projects has been declined from 11.14 percent to 9.21 per cent during 2012-13 to 2016-17, whereas the expenditure also shows the same trend during the period under study, and it was declined from 10.73 per cent 9.54 per cent in Kerala. As we found, the state give high priority to the development of women in the form of literacy and social development achieved. But the same time the support given to make them financially independent has been not still achieved in Kerala.

## CONCLUSION

A number of entrepreneurial policies and programs are encouraged to fulfill the mission of molding successful entrepreneurs. The creation of all the external facilities is not a sufficient condition for the promotion of entrepreneurship in Kerala. There are number of agencies which working for the promotion and development of women entrepreneurs, but unfortunately still the workforce participation of women is declining. Many women who start their ventures give it up sooner than later. There are many reason may work behind it. In a state like Kerala, ranking highest in all indicators for social development, but lags behind its economic development than many other state who have less social development than Kerala. This of course is a matter of great concern and deserve thorough investigation.

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